

**ELECTRICAL**  
**MERCHANDISING**  
**WEEK**

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

# This Spring's GIFT PACKAGE

# BIG

# VARIED

# WAITING TO BE SOLD

**AND IT CAN BE BIGGER.** While accurate figures are unavailable, informed guesses say that several billion dollars will be spent at retail for Mother's Day, Father's Day and June wedding gifts of all kinds. Electric housewares share of this market is a little more than \$100 million, putting it way down on the gift list. Why is this so? What can be done about it?

**THE GIFT MARKET IS WIDE OPEN.** There's no limit to what can be sold as gifts for May-June events. Off-beat items as well as basic housewares have selling power.

**YES, BUT YOU HAVE TO PUSH A LITTLE TOO.** Aggressive retailers and manufacturers agree that only through active promotions can these events be successful. Too little of this is being done today by the average housewares retailer. Can manufacturers help?

for how you can get your share . . . . . see page 6

## ■ How Canada Law Hits At Loss Leaders

Canadian electric housewares makers take direct action against loss leader merchandising. It's legal up there to pull the line when dealers do what comes natural down here. See how Canadian G-E, Sunbeam of Canada and Frank Martin, Ltd., handle the price demoralization problem.

see page 2

## ■ Why Did Hoffman Get Out Of TV, Stereo?

President Leslie Hoffman puts blame squarely on price pressure which is currently plaguing profits throughout the TV industry. The company will stay in home radio—solar powered radio—but will concentrate on its \$45 million military and industrial electronics business.

see page 4

## ■ What FTC Wants On Co-Op, Spiffs, RM

It's important for you—dealer, distributor, manufacturer—to know what FTC will allow in the way of promotional allowances and services. Why? Anyone connected with illegal operations in those areas is fair game for FTC. And the shooting—at the appliance industry—could start soon.

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## STRAIGHT FROM WASHINGTON

**PRICE FIXING INVESTIGATIONS ARE BEING CONDUCTED** in almost every major metropolitan area of the U. S. That is the word from Attorney General Robert F. Kennedy. And it supplements the other administration and congressional activities we reported—those of the Federal Trade Commission and Senator Kefauver's antitrust and monopoly subcommittee.

Kennedy was necessarily vague; many of the cases under study may end up in court. But he did say the inquiries cover a wide range of products—with emphasis on consumer goods. As examples, he mentioned meat, milk, drugs, and electrical equipment other than the generally large units in the Philadelphia antitrust case.

There are specific examples, however. A Federal grand jury in Baltimore has filed price-fixing charges against eight milk companies. And the FTC has launched an inquiry into pricing practices of manufacturers, importers and distributors of photographic equipment.

Said Kennedy: "We've seen in the case of the electrical companies that when the conspiracy broke down, the price to the consumer and to the government fell about 30% to 40%. I think the same thing happens where there is price-fixing in these other areas. I think if we can have a vigorous program in this field, we're going to be able to lower prices . . ."

This may signal an attack by the administration on "administered" prices—areas where price levels are set by dominant companies and where price competition is low. It's too early to tell how far the administration will venture into this intricate area. But it would not be a big step from an attack on price-fixing and bid-rigging to the more subtle "administered" prices. ■

**IF YOU'RE LOOKING FOR SIGNS OF SPRING**, in the business picture you'll find a harbinger or two in the latest figures out of Washington.

Most notable: The Commerce Department's report that durable goods manufacturers shipments in February were 1% higher than January, and new orders received were up 2%. This is a quick report from only half of the department's regular sample—but those reporting account for half of the value of sales and unfilled orders of all durable goods manufacturers.

The Federal Reserve Board chipped in with a bit of good news, too: Among the consumer goods items, output of TV, radios, and some appliances was up in February—offsetting the declines that were hitting autos and furniture.

Washington officials hope these signs—and others—can be counted as the first fluttering of the long-awaited business pickup. The president has given up the idea of asking for an anti-recession tax cut when he takes his look at the economy this month. He's counting on his spending programs to provide the necessary stimulant.

# Canada Wages

Discounting is relatively new in Canada and is just now seeping into the big cities. But the factories there are already taking preventive action to head off the price demoralization we've suffered here in the last decade.

Though U.S. makers show no signs of copying Canada—even if they legally could—EM WEEK obtained this exclusive picture of how it is when the government hands price protection ammunition to an industry:

**Canadian small appliance manufacturers**, including Canadian General Electric, Sunbeam Corp. of Canada and Frank Martin, Ltd., are waging all-out war on distributors and retailers who are using their products as loss leaders.

The latest weapon in their fight is a "pricing guide" first issued last fall and since revised. It shows two prices for traffics: The manufacturers' suggested list and the "efficient retailer price range." Any retailer who sells under the lower price and any distributor who ships such a retailer is likely to be cut off.

**Such action is legal** since passage last summer of amendments to Canada's Federal Combines Investigation Act. The act still makes it illegal for the manufacturer to practice retail price maintenance, but the amendments permit him to take direct action to protect the consumer.

Under the law, the maker can now withhold goods from: (1) any retailer who makes a practice of loss leader merchandising; (2) any retailer who engages in misleading advertising; (3) any retailer who fails to provide the level of servicing that customers might "reasonably expect."

**Canadian G-E issued its pricing guide last August.** Others (factories and distributors alike) followed within weeks. Price spreads were established from profit figures of 50 volunteer "efficient" dealers, says R. M. Jennings, G-E vice president of the small appliance division, and prices can be adjusted up or down as new information is received by CG-E.

The chart above shows that CG-E's

## Television Hits The Road:

Television is about to start traveling with its own spectacular.

Most manufacturers will be getting their 1962 line shows on the road in May or June, finishing up with a big splash at the Music Show in Chicago (July 16-20). Right now, set makers are busily putting the finishing touches on the complete consumer electronic line—TV, stereo and radio—before heading for this year's most popular sites—Miami Beach and Las Vegas.

High water mark on Miami Beach comes in late May when RCA Victor and Sylvania arrive in town at the same time, park door-to-door at two of Florida's fanciest hotels. RCA will give its pitch from the Fontainebleau; Sylvania will be less than a mink stole's length away at the Eden Roc.

**To help you keep track** of these meetings, EM WEEK has put together the following list of shows, plus some hints on what you can expect to see.

**Admiral:** (May 16-June 3) Television, radio and phonographs will be shown to dealers in a series of four-day meetings at Las Vegas. The company already has unveiled its new portable TV line.

**Capehart:** (July 16-20) Television, radio and phonos will be on display at the Music Show in Chicago.

**General Electric:** (May 22-June 3) Television and the console stereo line will be shown to distributors in Louisville. On May 1, G-E district representatives will get a look at the new radio and portable phonograph lines in Chicago.

**Olympic:** (June 18-22) Television, radio and phonos will be shown to distributors in Chicago at the Congress Hotel.

**RCA Victor:** (May 16-17 and May 23-24) Distributors will preview black-

and-white and color television, radio and phono lines; dealers will see the color line only. First meeting is set at Stardust Hotel in Las Vegas. Second meeting is scheduled for Miami Beach's Fontainebleau.

**Sylvania:** (May 23-25) Television, radio and phonographs will be shown to distributors at Miami Beach's Eden Roc.

**Symphonic:** (July 16-20) Television and phonographs will be on display at the Music Show in Chicago.

**Zenith:** (June 5-8) Distributors will get a look at new television, phono and radio lines at meeting set for Diplomat Hotel in Hollywood, Fla.

**Still with incomplete plans:** Motorola, Philco, Westinghouse and DuMont Emerson. Philco will spring its new line sometime in early June, but no details have been announced. Motorola and DuMont Emerson are still without dates or sites.

At Westinghouse, radios and portable phonos will be shown to reps at field meeting early in June. But the television-stereo line dates haven't been set yet.

**What trends can you look for?**

**In television**, the hottest topic today is color television. Spurred by Zenith's announcement (EM WEEK, Feb. 27, p. 4), more and more companies are looking over the field, may jump in before the year is out.

Hottest prospect for color right now is Sylvania. Philco is supposed to be working on a one-gun color tube to reduce cost and General Electric's tube division in Owensboro, Ky., is pushing work on a "post acceleration" tube of its own.

This much is clear: Major companies are feverishly searching for a technical breakthrough in color. But now that mighty Zenith has joined RCA, others are going to follow to



# Loss Leader War

Here's How Much Price Cutting Canadian G-E Will Allow

Product and CG-E Model Number	Suggested List Price	Efficient Retailer Price Range	
		Aug. 29, 1960	Feb. 3, 1961
F-84 dry iron	\$13.95	\$11.50-\$13.95	\$11.50-\$13.95
F-94 steam iron	21.50	17.00- 21.50	17.75- 21.50
K-47 kettle	14.95	12.00- 14.95	12.50- 14.95
T-31 toaster	27.50*	22.00- 27.50	19.75- 23.95*
S-2 frypan	24.50†	20.00- 24.50	18.75- 22.50†
P-400 coffeemaker	32.50	27.00- 32.50	27.75- 32.50

\*List price revised to \$23.95 Feb. 3, 1961.

†List price revised to \$22.50 Feb. 3, 1961.

price spreads permit cuts from \$2 to \$5 to retailers who can operate at lower cost. (Comparison fails, however, since model numbers are not the same as used here. CG-E makes its own goods which may or may not be similar or contemporary with lines from G-E Bridgeport, according to Bridgeport spokesmen.)

A covering letter to dealers who

received the updated Feb. 3, pricing guide from CG-E stated clearly that the company still wants maximum exposure, but considers loss leading rather unsportsmanlike:

"An important contributing factor to volume sales of small appliances has been their availability in a large number of electrical, department,

*Continued on page 14*

## Here's The Show Lineup

keep their hand in.

A face-lift—and some individual gimmicks—is in store for the black-and-white lines. Look for more power transformers.

**Don't expect any revolutions in stereo.**

Last year's big feature—reverb—is quietly passing out of the picture and manufacturers are now waiting for FM stereo radio broadcast standards to be set by the Federal Communications Commission.

There'll be more jacks for eventual multiplex units, of course, and you'll find more AM-FM simulcast receivers available—the best manufacturers can do until the FCC makes up its mind.

A battle of speakers is in the offing, however, as manufacturers respond to growing retail pressure for

more and more speakers. "They won't be talking size," pointed out one executive, "just numbers. The more speakers, the better."

**In radio** the low-price trend will continue under pressure from the Japanese, and probably intensify as American manufacturers keep trying to beat the imports.

Last summer, the \$29.95 industry standard for full feature clock radios started to slip, too. It will probably disappear almost completely as the majors join the battle in June at \$24.95.

AM-FM and straight FM lines are going to get longer, as well. The price war is already having its effect here. For example, small, aggressive Sarkes Tarzian is already advertising an FM-only radio for \$19.95.

### WEBER PROMOTED BY McGRAW-HILL

Ted Weber Jr., managing editor of Electrical Merchandising Week, has been appointed editor-in-chief of the McGraw-Hill News Bulletin, a weekly newspaper for employees.

Weber joined McGraw-Hill in 1949 as news editor on Electrical Merchandising. He was named associate editor in 1956 and managing editor in 1958. In the latter post he played a key role in transforming the 52-year-old monthly into a weekly.

Prior to joining McGraw-Hill, Weber worked as a publicity writer for General Electric.

In his new post Weber will edit a newspaper which is the primary internal communication between McGraw-Hill's 5,000 employees.

A graduate of the University of Notre Dame, Weber served with the U.S. Army in World War II, both in the South Pacific and with Transportation Corps units at domestic ports.



EM WEEK'S

## MARKET REPORTS

**MIDWEST . . . MINNEAPOLIS**—Television and appliance dealers were showing more optimism than they have in years.

"Television sales have been going crazy," said Don Pheneger, sales manager of Hagen Appliances. It isn't normal for this time of year but we're not asking questions. We're happy with our lines—Zenith TV is going great, and Frigidaire, which we took on two years ago, is building up beautifully."

Pheneger said business so far this year is up about 20% over 1960. Right now, stereo sales have been slow, but all other products, including white goods, are holding well on comparisons with a year ago.

George Annoni, general manager of Johnston's Appliances, which has four stores in residential areas, said: "January and February were 12% over 1960, and March is at least that good. At this rate, we feel 1961 will probably be our best year."

At Volkenant's Inc., sales during the first two months of 1961 were 12% ahead of 1960, but March was slightly behind the 1960 pace.

C. E. Nelson, office manager, said part of the January-February improvement—"probably half of it"—was caused by hiring a "new sharp sales manager." Although total sales this year have been ahead of 1960, profits were down slightly because of tougher competition.

**SOUTHEAST . . . RALEIGH, N. C.**—Most appliance and television dealers in this area were looking on better days this month.

Generally, refrigerators and washers seemed to be making the best gains for the month.

John W. McAdams of the Appliance Center, who retails General Electric products, said, "I think it's picking up. We're a little ahead of last year for the month and it's not confined to any category."

E. H. Norris Jr. of the Goodrich Store echoed McAdams' sentiments. "Things have gone much better this month," Mr. Norris said. "Appliance sales have increased considerably and are running ahead of the same month last year."

Norris also said TV sets were moving "a little better" than last year and that refrigerator and washer business was stronger than ranges and freezers.

Leonard Morton of Johnson-Lambe, Inc., Frigidaire dealer, said March had been somewhat up, but "it hasn't broken quite as heavy as we thought." He was optimistic, however:

"We had a couple of slow weeks, but it looks now like it will open up," Morton said.

Wyatt E. Lynch of Thompson-Lynch, Westinghouse and Philco dealer, said, "We've sold more pieces of equipment, the larger items, than we sold in February."

**SOUTH . . . LITTLE ROCK, ARK.**—Appliance sales have

been slow at Little Rock, but most dealers weren't alarmed. They just point to the calendar.

The dealers blame the slack period on three things: Dripping, early spring weather, the deadline for local, state and federal taxes, and the horse racing season at nearby Hot Springs.

"People have been tight with their money, but in general our business compares with last year," said Turner Lloyd III, assistant manager of the J. T. Lloyd Co., an Amana distributor. He said dealers seem optimistic about the coming season. Air conditioning sales were doing well, he said.

Richard Morgan, appliance manager at Sears, Roebuck & Co., said the decline in washer and dryer sales had been rather general.

"It's like the lawnmower field," he said. "Three or four years ago when all the power mowers came out, we did a big business in them. Then the market reached the saturation point. Washers and dryers usually last eight to 10 years. We did our best years with them in 1954 and 1955, so I expect next year that they'll be up again."

Doyle Davis, who opened his new "Bargain Center" appliance and furniture store near the downtown area nine months ago, said walk-in business had been "lousy," but sales to old friends had kept his volume high.

A spokesman for the Blake TV Store, North Little Rock, said the store's sales were average for this time of the year, with the biggest business being done in console televisions.

**WEST . . . SAN DIEGO**—A leveling-off and possible upsurge in appliance sales was predicted by dealers and distributors in this area, one of the earliest and hardest hit unemployment spots.

Hiring of 2,000 new employees by Convair division of General Dynamics Corp. and a small upswing in home construction were credited for the surge.

On the down side, two dealers, Len Julien of Harrington's and Bert Miller, controller of Dryer's Furniture Co., said continual "downgrading" of the economy by Washington officials was prolonging the recession.

Julien said his firm and other large appliance dealers were about equalling last year's totals, but that smaller dealers were feeling the pinch.

Miller said Dryer's downtown store has more business than it can handle, and that it is opening branches in suburban Grossmont and Solana Beach.

An unusual promotion featuring giveaways of inflatable \$1 coat hangers for everyone wanting a floor demonstration of a refrigerator or freezer is being conducted at both Walker-Scott department stores by Lee Bornstein, major appliance manager.

The Bureau of Home Appliances of San Diego County was optimistic, expected 150,000 at its annual five-day spring fair of modern home ideas.



## AHEAD IN THE NEWS

**LANDERS, FRARY & CLARK ACQUISITION** by J. B. Williams Co., pharmaceutical and toiletries maker, is in the works for May 4. Company has offered to buy LFC stock for not less than \$22 nor more than \$23.50 per share according to Harry T. Silverman, president and chairman of LFC, which would be operated as an independent subsidiary retaining its executive lineup. Possible key to deal: Silverman is major stockholder of Whelan Drug Co., 115-store chain, sixth largest after Walgreen. ■

**WHIRLPOOL TOOK TWO GIANT STEPS** in the coin-op dry cleaning business. The company (1) tied up the only known handling system for DuPont's new solvent, Valclean; (2) said it would lease its machines instead of selling the units outright as competitors do.

Advantage of Valclean over the "perk" used in other lines: Speed drying, making a 20-minute cycle eventually feasible, compared to about 45 minutes in other machines. Whirlpool moved fast, signed a licensing agreement with Vic Manufacturing Co. which developed the mechanically tight system Valclean needs.

Leasing machines makes it possible to place units in present coin-op laundry locations at minimum investment for operator. ■

**HINT OF THINGS TO COME?** Quickly following Admiral's announcement on the use of General Electric compactron in its new TV line, G-E engineers showed up at the IRE Show with their own 1962 television chassis featuring—you guessed it—two compactrons. ■

**TRADE, CONSUMER INFORMATION ON MULTIPLEXING** is being prepared by EIA. After FCC sets FM stereo broadcasting standards, EIA wants to dispense accurate technical information to avoid confusion in the market. The program, now in the "think stage," is being developed by EIA's radio section and engineers. ■

**FACTORY AND RETAIL SALES OF PHONOS** suffered in January. EIA figures show manufacturers sold 291,749 units, down 36.5% from 459,729 in January, 1960. Retailers moved 376,877 units, down 27.5% from 519,652 in January, 1960. ■

**SOUNDS IN THE WEST AND PREMIUMS IN CHICAGO** this month when three industry groups convene. The Audio Engineering Society and the Institute of High Fidelity Manufacturers collect at the Ambassador, Los Angeles, for four days of spring convention April 4-7. Compatibility of stereo records is back on the podium. And Chicago's Pick-Congress Hotel shelters delegates to the National Premium Buyers Exposition, April 10-13. Included in the program: Executive clinics, trade show, conference and awards. ■



### DING DONG, IT'S BELL

Instead of waiting for the consumer to go shopping, Bell Sound is shopping for customers with this new home stereo demonstration unit (plus tape deck) shown off here by Andrew Lorant, company advertising and promotion manager. Bell will supply dealer with personalized direct mail letter for his own cherry-picked list of 200; then dealer can follow up with home demo unit. Bell will do the mailing for nothing; the demo unit costs \$120.

## Why Hoffman Quit TV

The development had been hinted at and denied. But the word became official last week when President H. Leslie Hoffman announced his company was pulling out of television and stereo after 15 years in the consumer products business.

**The reason:** "At the present time 75% of the industry sales are on the basis of price and price alone," explained Hoffman, "and there is not enough volume in the remaining 25% to permit a profit for Hoffman and its distributors and dealers."

**Service and parts will be maintained** for more than 1 million Hoffman units in use, but TV and stereo manufacturing facilities will be converted to expand the company's military, industrial and semi-conductor divisions.

**Hoffman will continue to market radios,** emphasizing solar-powered transistor units because they tie in with the company's interest in solar-power devices for satellites.

First obvious clue to Hoffman's difficulties was last year's financial report. Total sales in 1960 hit a record \$45 million, a 17% increase over 1959, but the company still suffered a net loss of \$961,000 and attributed it in part to an "inventory write-down on TV due to chaotic marketing conditions."

In an effort to save consumer products, the company stopped TV production in December. Stereo production, which had been halted in November and resumed in February, will be discontinued "very shortly."

In February, Hoffman surveyed distributors and dealers to see what they would require in price and product for 1962 models. After evaluating this study, Hoffman decided to quit and notified distributors that it was terminating franchises and waiving any rights to repurchase of inventory.

Hoffman had one piece of good news. Dealers and distributors who won recent sales contests will still get trips to Paris.

## What's Ahead In Tape Recorders

The biggest revolution is incubating in St. Paul, Minn., where Minnesota Mining and Manufacturing engineers are developing the CBS-3M cartridge player. When the unit is introduced—and it could be ready by the end of the year—you'll be faced with rival, non-compatible tape systems.

Briefly, today's market is dominated by reel-to-reel systems and the 3M unit may set off a battle comparable to the 33 $\frac{1}{3}$ -45 rpm record speed war.

In the midst of final development work on its tape, 3M officials are working on marketing strategy and business arrangements. But they don't want to talk developments.

**Here's how the situation shapes up:** 3M has a sizable interest today in reel-to-reel, tape and Revere Camera Co. businesses. Recently 3M

purchased Revere, a move which brought the company solidly into the tape machine manufacturing business and chased away at least one licensee—Zenith—for the new system. When the new unit is introduced, it will have profound impact and 3M doesn't want to upset any more applecarts—yet.

But there was some new product news as the Westrex Corp. introduced a German-made music reproducer. Combining the features of records and tape, the Westrex grooved tape comes in a self-enclosed plastic cartridge. The playing mechanism uses a pickup cartridge and stylus, plays on a strong, flexible polyvinyl tape which contains 75 to 100 microgrooves. Tapes playing for 20 minutes, an hour and four hours are available. Speed: 7 $\frac{1}{2}$  inches per second. One-hour units go for \$69.95. Playing mechanisms start at \$69.95.



Get into this  
**SURE-FIRE PROFIT  
 PICTURE.**



with **Norelco**® **ROTARY-BLADE SHAVERS**

**The perfect gift for Dads and Grads**  
 (AND THE LADIES, TOO)

From coast to coast, the greatest advertising campaign in Norelco history is building up customer demand for Father's Day and Graduation Day.

On TV your customers are seeing more Norelco commercials than ever before. In multi-million audience magazines—Life, Look, Saturday Evening Post, impressive full pages are building Norelco Dad and

Grad gift appeal. In newspapers—Norelco advertising is covering practically every market in the nation in over 175 newspapers.

Tie in to this power-house advertising campaign—stock Norelco . . . demonstrate Norelco . . . sell Norelco.

Get into the Big Profit Picture with Norelco . . . world's largest selling shaver, fastest growing line in the U. S.!

**NORTH AMERICAN PHILIPS COMPANY, INC.**, 100 East 42nd Street, New York 17, New York  
 Norelco is known as PhiliShave in Canada and throughout the rest of the free world.

**FEATURE THE COMPLETE**  
**Norelco**  
**PROFIT LINE**

- 1 New 'floating head' Speedshaver. SC 7860—(ac/dc) \$29.95
- 2 'Flip-top' Speedshaver®—World's largest seller. SC 7912—(ac/dc) \$24.95
- 3 New Sportsman—Battery operated. SC 7930—\$19.95 (less batteries)
- 4 Lady Norelco—For glamorous grooming. SC 7788—(ac/dc) \$24.95
- 5 Coquette—Shaped like a lipstick. Pretty, pink and perfumed. SC 7787—(ac/dc) \$17.50



## COVER STORY:

# Are You Making This Spring's Gift Package Work For You?

If not, you're missing out on the biggest housewares season except for Christmas. Today more than 15% of the total annual housewares business is done during May and June.

**May-June promotions have to be pushed to succeed.** The industry is sharply divided on this point. Some housewares retailers and manufacturers told EM WEEK that spring business would increase substantially if more stores and producers pushed harder to get the promotional message across.

A department store buyer, put it this way: "Too often housewares retailers have to stretch for a good promotional gimmick. But these May and June events are natural pegs to hang a promotion on. And if they are aggressively pushed, they get results."

Other housewares men, however, feel these events don't draw enough business to warrant the promotional effort and money. This, they say, is particularly true with seasonal merchandise, which would sell anyway.

E. W. Busby, national sales manager for Big Boy Manufacturing Co., Burbank, Calif., used his company's barbecue grills as an example:

"In 1957, '58 and '59 we spent a lot of time, money and effort to promote barbecue grills for Father's Day. But it never paid off. Last year we stopped promoting them and had a better sales record for June than in any of the previous three years. I think Father's Day is taken for granted by the stores. They don't put any extra emphasis on the event."

A good number of retailers agree. One buyer for a national buying office declared: "We don't get excited over Mother's Day or Father's Day anymore. Maybe if the stores promoted those days, but you know how hard it is to get advertising money."

Another buyer pointed out that "there was less interest among manufacturers in May-June promotions. I have fewer manufacturers approaching me today on these events."

**But here are six manufacturers who are making it pay off.**

- Sunbeam Corp. will again offer its dealers a promotional kit with advertising suggestions and mats, for Mother's Day (May 14), Father's Day (June 18), June bride and wedding anniversary promotions. Said a company spokesman: "A special spring promotion on our shaver line undoubtedly will have a Father's Day angle. It'll probably be announced within the next two weeks."

- Utilities also are getting into the act. Sunbeam has mailed them ad mats and promotional material. "Through the years we have found spring the No. 2 selling season. We're all for it. While we provide the wherewithal to promote, it's really up to the dealer to make it work," the spokesman stated.

- Schick finds that more stores are becoming promotion-minded and is renewing the money-back promotion on its 10-66 shaver for Father's Day. Gerald Light, vice president of marketing, noted, "Our business takes a sharp upturn in June. Following December and November, it's the biggest month of the year for us."

He also pointed out that 70% of all shavers were bought as gifts. "It's a natural for Father's Day."

- Corning Glass Works is offering a Mother's Day special on its 1-quart Corning Ware saucepan. The price-promotion runs through May 13. James Bierer, marketing manager, said that Corning's "advertising budget is our biggest, and there's proportionately more money for spring events. We consider May and June the second biggest time of the year."

- Toro Manufacturing Co. said it was "urging its distributors and dealers to feature its high-priced Power Handle as a natural Father's Day promotion," because the unit will draw the customer back to the store for some of its attachments. The power unit operates power mower, tiller, sprayer and edge-trimmer attachments.

- Proctor-Silex takes to the TV screen this month to push electrics for Mother's Day and wedding gift-giving. A full-color ad in "Brides Magazine" also is planned. In addition the company is offering its dealers point-of-sale material, local radio copy and publicity. International Silver Co. President Craig D. Munson said that the increase in the number of marriages in 1960 "possibly as much as 50% more than currently" can only be favorable to the silverware and flatware business.

**How do you get the most out of a promotion?** There are five ways a dealer can push May-June gift events, suggested by retailers who promote them aggressively.



Mother's Day is such an important selling event today it has become known as "Christmas in May."

(1) Use the whole store for your promotion. If you're highlighting electrics for Mother's Day or June weddings, take space on the main floor. Hair dryers, for example, make good Mother's Day gifts. Sell them along with cosmetics in the toiletries department.

(2) Push off-beat items. Retailers have found that gift-givers often buy things they would like to have but don't normally buy for themselves. An example is an electric shoe polisher.

(3) Keep gift items out of the low-end class, but also try to promote merchandise that is reasonably priced and well styled. Consider the average family spends \$20 for a Mother's Day gift and the average bride's gift carries a \$12 tag.

(4) Use the bridal registry, if your store has one, to sell electrics and housewares as wedding gifts. More than 900 stores in the country have them. Better than eight out of 10 brides receive electrics as gifts. Seven out of 10 get cooking utensils.

(5) Know what to promote. To take wedding gifts as an example, a survey conducted by "Bride & Home" found that most brides chose sterling as the gift they wanted most. Their fifth through 10th choices were: Cookware, toaster, coffee-maker, mixer, iron and skillet.

## Leisure Living Builds \$9 Billion Outdoor Market

With more and more Americans following the call of the wild, retailers should be ready to cash in on leisure dollars. That was the message at the seventh annual NRMA home furnishings conference, staged at New York's Biltmore March 22 and 23.

**From gardens to pools,** there's a \$9.5 billion annual market in outdoor living. This huge potential is the total of estimates made by four experts in different categories of outdoor products. EM WEEK's estimate of \$1.5 billion (March 6, p. 6) did not include boats, camping equipment, or pools. Here's what they had to say in the "Leisure Living Opportunities" seminars.

**Boating and boating accessories** should reach a high tide mark of about \$2.5 billion annually. Hugh L. Ray, supervisor of buying for Sears Roebuck and Co., said that the boating field

is going through a shake-up period which should result, eventually, in a more stable industry. Fly-by-night operators are getting drowned in the backwash.

What do you need to get into the business? For one thing, you can't do without a service setup. And that means training. Selling boats takes training too, but a major appliance salesman could learn the field, the Sears executive said.

Displays are of first importance. They should be clean—and complete, with trailer, boat and motor shown together. Ray set a minimum display at two complete combinations.

Accessories are a big part of the market. And on trade-ins: Stick to motors, and shoot for 15%.

**The garden market** is \$4 billion annually and ready to grow like a weed, said John Reihman, vice president of Jacobsen Mfg. Co. in Racine, Wis. How does your garden

grow? Over 10,000 garden centers have sprouted since 1956. And growth will keep pace with new home construction.

Sales personnel in a garden department must be ready not only to sell the products, but also to handle home gardeners' questions. Product range is a necessity—and merchandise must be arranged in a logical and easy-to-shop pattern. Related categories should be linked.

Department location was stressed by Reihman. It should be where the home gardener can shop without changing out of her gardening clothes. And this means either outside the store, or near one of the entrances.

Average purchase today is \$104, a \$44 increase over 1958.

**Swimming pools,** including public installations, hit the billion-dollar mark last year, according to Jack E. Koehler, sales manager of Doughboy In-

dustries of New Richmond, Ind., who quarterbacked the pool seminar. Portable, above-ground pool sales exceeded 200,000 units.

Store owners should stop thinking of portable pools as something to sell in the toy department, he said. There's a big potential for retailers who want to get in the swim. The population rise will crowd the beaches, so more people will want to dog-paddle in their own back yards. And, said Koehler, climate and location don't limit the market. New York sells the most pools.

**Camping equipment is on the march,** said L. W. Cousino, sales manager of camping equipment for Hettrick Mfg. Co. of Toledo, Ohio. Annual sales have hit \$2 billion. The biggest item is tents; Cousino estimated that they account for 85% of purchases. Average sale? About \$200, with each camping family spending an added \$96 for equipment yearly.



## HOUSEWARES

**G-E IS OFFERING NEW CLOCKS FOR OLD** as part of a consumer trade-in program: \$3 on its Vign-ette model; and \$2 toward the purchase of two Snooz-Alarm numbers. G-E is making temporary price cuts on these clocks so distributors can offer similar reductions to dealers. Margins, therefore, would be unchanged. Distributor prices would revert back to their normal levels June 1; suggested retail prices, July 1. Under the \$3 trade-in deal, the Vign-ette, model 7267-K, will be reduced from \$9.98 to \$6.98. Under the \$2 deal, the Snooz-Alarm, model 7H241-K, will be cut from \$9.98 to \$7.98; and the Cue-ette, model 7S268-K, from \$8.98 to \$6.98. ■

**THE SUMMER FURNITURE MARKET OFF** to a slow start as spring rolls in. Here's the sad word from the National Assn. of Furniture Manufacturers on February doings: Shipments, off 37% from year ago figures for the same month; orders, minus 36%; unfilled orders, down 48%; payrolls, 26% under; employment, down 27%. So far this year, summer and casual furniture shipments are down 20% to 31% and orders are off 21% to 29%. ■

**SHOW BUSINESS FACTS AND FIGURES** reveal that, so far, more than three score exhibitors have taken space at the first Eastern Housewares Show, which moves into the New York Coliseum Aug. 7. About 100,000 square feet of the hall has been allotted to the show. Rates for booths, which range from 10x10 feet to 10x16 feet, are \$3 a square foot. Just by comparison, space at the NHMA National Housewares Exhibit in Chicago's McCormick Place runs about \$1.65 a square foot. ■

**AND NOW IT'S TYPEWRITERS.** The Japan Sewing Machine Manufacturing Co. of Nagoya just sold 9,000 portable typewriters to the U. S. market through its subsidiary, Brother International. The company plans to increase its monthly production from the current 500 units to 5,000 by August. ■

**DEPARTMENT STORE HOUSEWARES SALES DROPPED** in January, according to the monthly Federal Reserve report. Declines for the 11 Federal districts are: Boston, -15%; New York, -4%; Philadelphia, -1%; Cleveland, -2%; Richmond, -9%; Atlanta, -8%; Chicago, -5%; St. Louis, -8%; Kansas City, -8%, Dallas, -5% and San Francisco, -1%. ■

**GOT A MAN IN JAPAN?** If you're a U.S. manufacturer, you should have market research project going now. Others have reported that the Japanese like U. S. goods. Now our own Japanese man in Tokyo writes: "Anything 'Made in U. S. A.' sells better than Japanese counterpart regardless of quality or price. If you don't believe me, just try it..." ■



### NEW COUNTER DISPLAY HELPS RCA BATTERIES SELL THEMSELVES

This unique "Change Tray" Counter Merchandiser leads the list of dealer promotional aids in RCA's newest battery program. Here's a battery display with real use value! Now, every time you return a customer's change you're automatically reminding him of his battery needs.

**Other new RCA sales  
stimulators include:**

- ★ Full-Line Battery Merchandiser
- ★ Outdoor Thermometer
- ★ Essential battery reference material
- ★ Full-Color "3-D" Window Display
- ★ Streamer, Decal, Counter Card

**Plus these special sales advantages  
of the RCA Line:**

- ★ Wide choice of battery types: mercury, zinc-carbon, new alkaline!
- ★ Famous RCA reputation for quality
- ★ Customer acceptance second to none
- ★ Selective dealer distribution



The Most Trusted Name  
in Electronics

RADIO CORPORATION OF AMERICA

Such solid support can pull in more store traffic for you. It can help you sell more batteries in '61 and develop additional business while doing so. Your Authorized RCA Distributor is the man to see!



# SELLING

**REVOLUTIONARY!  
THE EMERSON  
IONATOR  
PURIFIES AND  
IONIZES AIR**

A new world of profits! This amazing innovation in health appliances filters the air by electrostatic precipitation of foreign particles down to those less than 2 millionths of an inch in diameter... and infuses the air with healthful negative ions that give greater energy. Priced at \$100, here is a BIG untapped source of profits for you. Write, wire or phone Emerson for full details!



**Emerson** JERSEY CITY 2, N. J.



## APPLIANCE-TV

**WHAT'S NEXT FROM JAPAN?** According to Yoshio Soejima, manager of Toshiba's engineering division, his company still (1) hopes to develop portable, fully transistorized TV for the U. S. market, (2) may move into the flourishing citizens band market and (3) will show its 17-inch color television set at New York's International Trade Fair in May to check consumer reaction. ■

**STILL MORE DROP-INS** last week, with manufacturers cramming more features for the price into spring specials. Philco had five laundry units: Two washers with 12-pound capacity list for \$199 and \$219; two electric dryers at \$139 and \$179, with gas \$30 more; a Duomatic at \$419.

Gibson added a leader 11,000-Btu room air conditioner with automatic thermostat and constant cool control. Suggest list: \$219.95.

Whirlpool dropped in two economy refrigerator-freezer combos: A 13.9-cubic-foot top freezer model will be advertised for around \$299; a 13.8-cubic-foot bottom freezer, for around \$339. Features for the two new models are the same. ■

**ADMIRAL SUFFERED** "first operating loss" in its history according to 1960 annual report. Loss of \$1.7 million on \$188.9 million sales compares with profit of \$4.1 million on \$199.6 in 1959 and helps explain why Admiral ducked \$159 battle with G-E, pricing its TV leader for 1962 at \$169 last week. President Ross Siragusa Sr. sees recession recovery starting in second quarter and improving in second half. ■

**G-E WILL OFFER PRINTED WARRANTIES** on all spare parts used in servicing major appliances. The warranty—good for a year on out-of-warranty products—will appear on every package coming from G-E's parts distribution center at New Concord, Ohio. The warranty itself isn't new, but for the first time customers will be able to see it on the parts' package. ■

**\$169.95 IS STILL THE LOW-END PRICE AT RCA** for 19-inch TV sets. The company just dropped in three new portables, all featuring "new vista" tuners, and with a perfectly straight face is calling its leader the "Trimette." ■

**PUT FEBRUARY FIGURES TOGETHER** and you see why nobody predicted an upturn before the middle of this year. AHLMA reported factory shipments of laundry were down 23% from February, 1960. Leading laundry products in the month's losses were combo washer-dryers, down 63% from last February. Automatic washers were down 19%; wringers, 25%; electric dryers, 24%; gas dryers, 26%.

GAMA couldn't come up with anything much more encouraging. Free-standing gas range shipments for February were off 24.4% from last February; built-ins, off 7.6%. ■

## WHAT FTC WANTS

# From You On Co-Op, Spiffs, Push Money

The day of reckoning with the Federal Trade Commission on co-op advertising and promotional allowances is fast approaching. Right now, clothing buyers for 213 giant department stores are telling all before FTC's throne. Tomorrow, it may be your turn.

**Who is FTC after?** Anybody—dealer, distributor, manufacturer—who is giving or knowingly receiving illegal favoritism in co-op or other allowances and services.

"It has come as a shock to retailers to realize that they too have responsibility under the Robinson-Patman Act," drawled William Dixon, legal adviser on guides to FTC's director of bureau of consultation.

In particular, Dixon noted, FTC would be "interested" in retailers who "put the squeeze on manufacturers to pay them discriminatory allowances."

**When will the appliance industry come under fire?** FTC wasn't specific. But Dixon hinted that there were grounds enough (complaints, for instance) for the commission to move.

**What is acceptable in the way of co-op and allowances?** Here's a list of

things FTC says you can, can't do.

- You (as a seller, usually a manufacturer) can give payments or services if you make them available on a proportionately equal basis to all your competing dealers.

- For example, it's legal to offer spiffs to all your Cleveland dealers on a sliding scale based on the quantity ordered. But you can't offer that spiff to key accounts only.

- You (as a seller) must inform all your competing customers that the payment or service is available if they want it. And you can't tailor the payment or service so only a few will want it. For example, you can't offer co-op on TV advertising only, thus cutting out all who can't afford TV. Instead, you must offer those who can't afford TV an alternate plan.

- You (as a seller) must take "reasonable precautions" to see that the services you're paying for are furnished—and that you're not overpaying for them.

**Warning to dealers:** Even though the above examples are aimed at the manufacturers and distributors who furnish co-op and other allowances, you—on the receiving end—are fair game for FTC simply because you know what's going on.

## WHAT FTC GOT

# From Manufacturer Which Fought Back

It took a long time and cost plenty of money, but the Evis Manufacturing Co., makers of the controversial Evis water conditioner, took an FTC cease-and-desist order to court and won conclusively.

**Here's the background:**

The Evis conditioner is an ordinary-looking pipe casting, designed to be plumbed into a water line, for which Evis makes rather startling "water conditioning" claims.

The FTC could not admit the possibility that the Evis device, based, its inventor said, on certain known but not yet applied scientific phenomena, could in fact condition water when all other known devices require filters, chemicals, appliances to achieve any changes. So, the com-

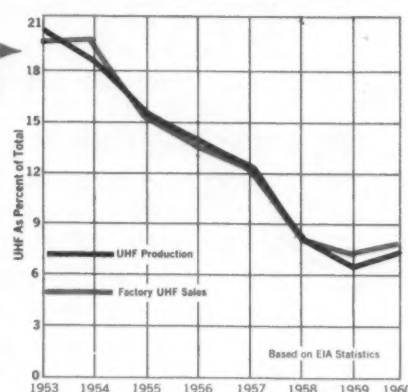
mission issued a cease-and-desist order in 1954, and kept it in effect.

Evis took the FTC to court and now, seven years later, has received complete vindication.

**How did Evis beat the FTC?** By the overwhelming evidence of satisfied users. The FTC came up with, it said, 3,000 unhappy users. The court said that the evidence showed 97,000 happy users, and that was good enough. The court also added that the commission erred by giving undue weight to experiments performed by experts who did not follow the manufacturer's directions. That Evis chose not to reveal the secrets of its unit did not mean the FTC's charges were correct, the court said.

## This Chart Shows Why Industry Opposes FCC's UHF Proposal

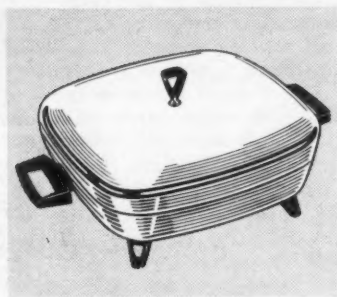
The Federal Communications Commission wants all-channel TV sets produced, but manufacturers are resisting (EM WEEK, March 27, p. 2). They (1) point to lack of demand—illustrated by chart's drooping UHF sales and production curves—and (2) maintain everyone will have to pay more for what fewer want.





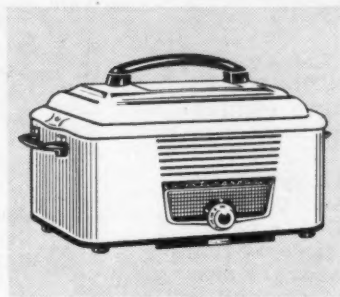
# GOOD OLD-FASHIONED BARGAINS ARE BACK AND WESTINGHOUSE HAS THEM FOR YOUR CUSTOMERS!

SELL A WESTINGHOUSE  
BUFFET FRY PAN AT  
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A PRE-SOLD CUSTOMER



CUSTOMER GETS \$3.00  
REFUND FROM US  
(with Nestlé Refund Coupon)

SELL A WESTINGHOUSE  
CUSTOM ROASTER OVEN (MODEL  
R05411) AT YOUR REGULAR PRICE  
TO A PRE-SOLD CUSTOMER



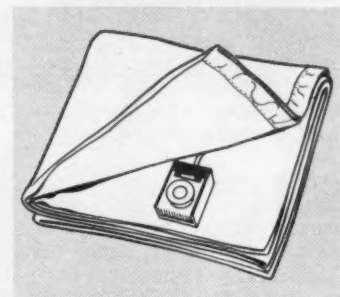
CUSTOMER GETS FREE  
WESTINGHOUSE DOG-O-MATIC  
FROM US (with "Buyer Dividend" Coupon)

SELL A WESTINGHOUSE  
STAINLESS STEEL COFFEE  
MAKER AT YOUR REGULAR  
PRICE TO A PRE-SOLD  
CUSTOMER



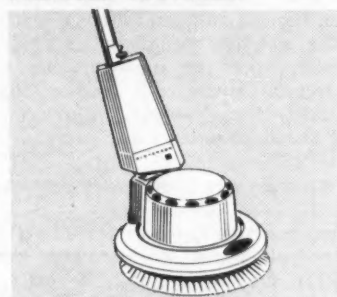
CUSTOMER GETS \$2.00  
REFUND FROM US  
(with "Buyer Dividend" Coupon)

SELL ANY WESTINGHOUSE  
ELECTRIC BLANKET AT YOUR  
REGULAR PRICE TO A  
PRE-SOLD CUSTOMER



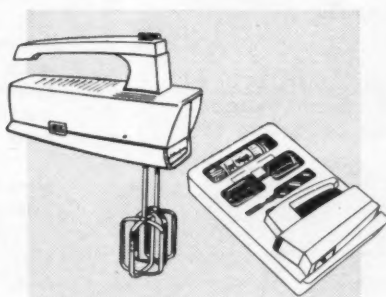
CUSTOMER GETS FREE  
WESTINGHOUSE ELECTRIC  
HEATING PAD FROM US  
(with "Buyer Dividend" Coupon)

SELL A WESTINGHOUSE  
RUG CLEANING SCRUBBER-  
POLISHER AT YOUR  
REGULAR PRICE TO A  
PRE-SOLD CUSTOMER



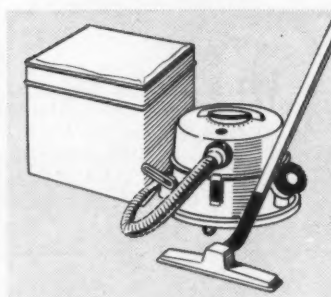
CUSTOMER GETS \$9.37  
FLOOR CARE KIT FREE FROM  
US (with "Buyer Dividend" Coupon)

SELL A WESTINGHOUSE  
FOOD MIXER (MODEL  
HM-9) AT YOUR  
REGULAR PRICE TO A  
PRE-SOLD CUSTOMER

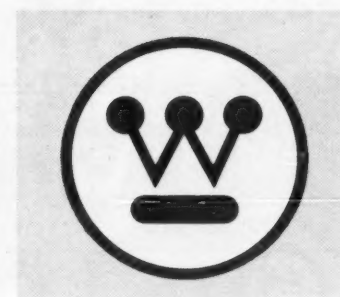


CUSTOMER GETS \$2.00  
REFUND FROM US  
(with "Buyer Dividend" Coupon)

2-FOR-1 OFFER!  
SELL A WESTINGHOUSE  
SPEED CLEANER AND  
STORAGE HASSECK...



... FOR THE PRICE  
OF THE CLEANER  
ALONE



**We're telling all your customers** that now's the time to buy more, get more . . . and pay less . . . during Westinghouse "Good Old-Fashioned Bargains" season. There are cash refunds, free bonus gifts, money-saving offers, new and better values . . . and your store is headquarters for the selling action!

Millions of "Buyer Dividend" coupons will be working for you during the new "Drive America to Prosperity" campaign, now in full swing at showrooms coast-to-coast. Get together with your local auto dealer and find out how he can help send you pre-sold customers . . . ready to buy at your regular prices! In addition, the Nestlé-Westinghouse Buffet Fry Pan offer will net you customers from every grocery and supermarket in town. The 2-for-1 "Vac 'N' Hassock" offer, featured in Life Magazine, will be selling for you, too. Best of all, there's no paper work for you with any of these offers . . . we handle all details!

Don't delay, call your Westinghouse distributor now and ask about this latest event to help you BETTER YOUR BUSINESS in 1961. *You can be sure . . . if it's Westinghouse!* Westinghouse Electric Corporation, Portable Appliance Division, Mansfield, Ohio.

## Westinghouse



## YOUR personal BUSINESS

**Onion lovers, arise:** On April 22, there will be a "Festival of the Ramps" (wild onions), in Cosby, Tenn. Or, if that doesn't titillate your taste buds, Paris, Tenn., is staging the "World's Biggest Fish Fry" (catfish, of course), April 27-29.

▲ ▲ ▲

**Ever thought you would like to change your name?** The reason could be strictly personal. Or, you might feel your name is too hard to pronounce or to spell. Whatever your motivation, there are some things you should know about adopting a new name:

**You could change it tomorrow**—without going through any legal rigamarole—and not encounter much trouble. There are only two things that might stop you in most states: You may not use an assumed name to compete unfairly in business or in connection with an illegal act.

Otherwise, it's perfectly lawful to go about your business under a new name, simply by using it.

**To avoid confusion, though, it's best to get a court order to change your name.** Then, it's a matter of official record. And, while you could use an informally assumed name—quite legally—to get a driver's license, open a bank account, sign contracts, get a Social Security number and get married, you might run into trouble or delay in registering children in school, getting a passport and proving identity when qualifying for inheritance or insurance benefits.

**Here's what you have to do to get a court-ordered change.** Though this procedure may vary slightly from state to state, it gives you a general idea of the steps to follow. Best path: Check your state regulations before acting.

• **Get a lawyer.** You'll be dealing in legal language—something always confusing to the layman. A lawyer can help you translate and tell you exactly what the court will want from you. Generally, you will be required to give the reason you'd like to change your name, information to identify yourself (marital status, residence, Social Security number, school record and so forth), whether you've ever been involved in any litigation, whether any court judgment—either by or against you—is still outstanding, whether you've ever been bankrupt.

If anything in this information suggests you might not be acting in good faith, the judge may ask you for some more data. And, if he thinks you are trying to evade a judgment or that your proposed name is in questionable taste, you may find he will refuse your request outright.

• **File your application and authorization order in the appropriate court office.** The authorization order will be published, within a specified time, in a newspaper designated by the court. Proceedings are complete when proof of publication of the authorization order is filed with the court.

**One last suggestion:** Before starting legal procedure, you might want to use your new name for a while in your daily life. Then, when you apply to change to the new name, you have an excellent reason. Namely, you're already known by that name and want to make it legal.

▲ ▲ ▲

**How do the unemployment taxes you pay stack up against those in other states?** If you live in Pennsylvania, you win the highest unemployment compensation tax rate, an average 3.1%. But if you're from Colorado or Iowa, you pay more than six times less, only 0.5%.

Here are average rates for other states: Michigan, 2.9%; Maryland, 2.8%; Oregon, Rhode Island, Washington, West Virginia, 2.7%; Kentucky, 2.4%; New York, 2.3%; Connecticut and Illinois, 2.1%; California, 2.0%; Indiana, 1.2%; Ohio, 1.5%; Texas, 0.9%; Virginia, 0.8%.



## BROCKWELL SAYS



### Repair Parts: Some You Sell Should Not Be Returnable

If you sell appliance repair parts over the counter and you haven't already taken a firm stand on which items you will not accept for credit, it might be a good idea for you to do something along that line as soon as possible.

Why?

**Certain subassemblies**—such as motor-starting relays, temperature controls, and a few other items—are, in the hands of amateurs, susceptible to concealed damage. Such damage is troublesome to detect, even for a skilled serviceman, for it does not always render a part inoperative; it may work passably when it's first installed but fail altogether shortly thereafter.

A great many members of the do-it-yourself crowd, as well as some of the unripe independent repairmen, are noted for going off half-cocked in search of parts. Rarely do they have the model and serial numbers of the appliance for which they want parts. So they often buy parts unsuited to the job in hand.

And no matter how earnestly you tell them that such information is essential for selecting the right parts for a specific appliance, most of them will try to talk you into letting them pick from the items you have on hand the one that looks most like the worn-out part.

But, except for your own serviceman who will have to face the music if he installs a damaged part, it matters little who takes repair material out of your store and returns later asking you to accept it for credit. If you do accept it—unless you can tell at a glance that the material has not been damaged in any way—you risk dotting your service stock with items of doubtful worth.

**The losses from cluttering your repair stock** with questionable materials are more serious than you might at first imagine. It's bad enough to lose the cost of labor and material when your serviceman unwittingly installs a faulty repair part and has to rework the job. But even worse is the indirect loss—that of incurring customer ill will. For even though you don't charge a customer for reworking, not many of them are likely to accept with good grace the inconvenience of an untimely second failure of a freezer, for example, particularly if the second failure is a carbon copy of the first one.

**Here is a simple way to eliminate the threat of such losses:**

1. Have your serviceman prepare a list of the parts he feels should be declared "not returnable." This list should not be lengthy, for, usually, one entry will do for each kind of part. If, for example, all temperature controls—for all appliances and models—are to be declared not returnable, a single entry, "Temperature Controls," will suffice. Put a copy of this list on or near the parts counter where your employees can readily refer to it.

2. Instruct your employees who sell parts to (a) tell each customer who is about to buy a part which appears on the list that the item is not returnable; and (b) write "Not Returnable" beside appropriate items on the sales slip covering the transaction.

The good will you gain from your regular service customers by using repair parts you're sure are in good condition will more than make up for the occasional griper who still tries to return parts for credit which your policy prohibits.

**ABOUT THE AUTHOR**—P. T. Brockwell's name is a familiar one to the readers of EM WEEK. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted by the McGraw-Hill Book Co.

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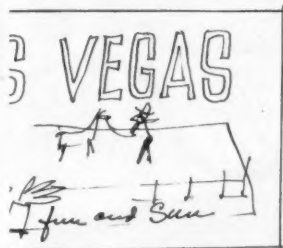
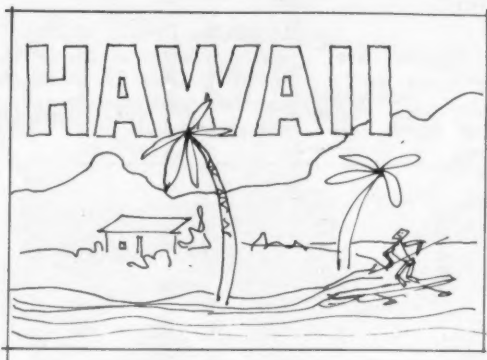
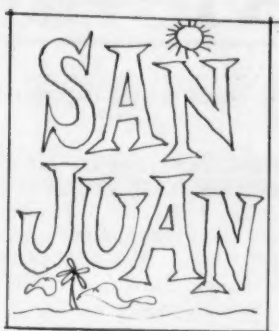
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#### WAS IT UP?

**NEXT WEEK**, first quarter results from retailers throughout the country will be published by **EM WEEK**. Has the worst of the recession passed? Watch for this survey.

**APRIL 3, 1961**



"MENTION MY NAME IN..."

— you name it, and if you are a Gibson Dealer,  
chances are you've been there!

This year, one of you will become **Gibson Guest number 18,000!** Of the 7,000 Dealers who will Discover Panama with Gibson this year, one will be the 18th thousand Dealer Gibson has air-lifted from all over the country to exotic convention sites.

Does it pay off? Ask any Dealer who handles the hot Gibson line. (You can catch him on his way to the bank deposit window.)

you deserve a profit,  
get one with **Gibson**

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation

REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS



## WORLD NEWS ROUND-UP

**AMSTERDAM (McGraw-Hill World News)**—Swedish-owned Electrolux is considering building a large plant in Gronigen in northern Netherlands.

If plans go through, new plant will be center for now dispersed production of Electrolux refrigerators, washing machines, dishwashers, toasters, irons and other appliances.

At present, Electrolux manufactures in small plants in several European countries. These plants would be discontinued.

**BELGRADE**—Yugoslavia is encouraging imports to force down domestic prices and up the quality of domestic consumer goods.

Under a plan now being completed by the Yugoslav government, imports of consumer goods this year will be increased over last year by about \$4.3 million.

Electric appliance imports are scheduled to increase about 20%. Sewing machines and typewriters are the only two items which will

remain under the old import restrictions.

**LONDON**—As part of the export and goodwill campaign, "Sweden Comes to Britain 1961-1962," Sweden this year for the first time is represented at the "Ideal Home Exhibition" which opened here last month.

A Swedish model kitchen including a combo oven-stainless steel sink with built-in bench has aroused special interest.

**LONDON**—Profits of Britain's Associated Electrical Industries (AEI) suffered from a deterioration in electric appliance business during the second half of last year.

Total sales of AEI for 1961 rose to \$602 million from 1959's \$582 million. Net profits after depreciation and taxes rose by only \$73,000 to \$13.4 million.

**BONN**—Allgemeine Elektrizitäts-Gesellschaft (AEG), West Germany's second largest electrical manufacturer, reported a 16% sales increase for fiscal 1960 over 1959. Exports accounted for 24% of total sales.

Exports to overseas countries declined, said AEG, because of stronger competition from U.S. and East Europe Bloc countries.

**TOKYO**—Japanese manufacturers are planning to show at the first international TV fair to be held in Switzerland starting May 1.

Sponsored by International Telecommunications Union, the fair will feature a symposium on TV programming and telecasting techniques, an international TV product show and a TV set contest.

**BONN**—A new TV set with a 19-inch bonded-shield tube supplied by Sylvania is priced at about \$165 on the German domestic market.

Neckermann Versand KG, Frankfurt, mail order retailer of the new set, expects good sales for two reasons: Reflection-free is new to the German market; the set sells for about \$50 to \$125 below 23-inches which were introduced in Germany just about a year ago.

**LONDON**—Philips Electrical Ltd., British branch of N.V. Philips Gloeilampenfabrieken of Netherlands, plans to market major domestic appliances in Britain starting next year. Philips has formed a new group within the company to handle the products. Group will be headed by H. W. Thompson, former marketing manager for washers and refrigerators with one of Britain's own electrical manufacturing companies.

**BONN**—The long drawn-out haggle between German federal and state governments over who will operate a second German TV channel has finally come to an end.

The German Supreme Court declared that a federal company formed to put the channel in operation was unconstitutional. The states have sovereignty.



**TOKYO**—The new six-transistor radio shown above is designed especially for export to the U.S.

Made by Matsushita, the set copies a jewel box design. It opens like a table model cigarette case.

Expected to retail for about \$30 in the U.S., the set has a frequency range of between 540 and 1,600 KC with two amplifiers. It is 6.8 inches wide, 2.9 inches tall and 2.3 inches deep.

The new radio is powered by three 1.5-volt batteries, and it comes equipped with a two-inch speaker and an ear horn.



### No missing pieces!

It's a fact! General Electric makes one of the most complete line of fans in the business. This means you can choose the fans you need! But, that's only one reason why smart dealers stock them.

The other reasons just are as sensible as 1, 2, 3: 1) Customers know that a store that stocks General Electric sells quality merchandise. They buy with confidence. 2) Customers are pre-sold on General Electric. In fact, in a survey, 7 out of 10 potential fan customers said they preferred General Electric Fans.\* 3) General Electric's Written Warranty gives you extra selling power—extra servicing benefits.

It's good business to sell General Electric Fans—and Air Coolers! See your General Electric Distributor for the facts—PLUS exciting news about 3 new special fans at new low, low prices.

General Electric Co., Automatic Blanket & Fan Dept., Bridgeport 2, Conn.  
\*In a national survey of 13,438 adults by Daniel Starch and staff, reported in May 1958, 67% of those who mentioned a specific brand stated a preference for General Electric Fans.

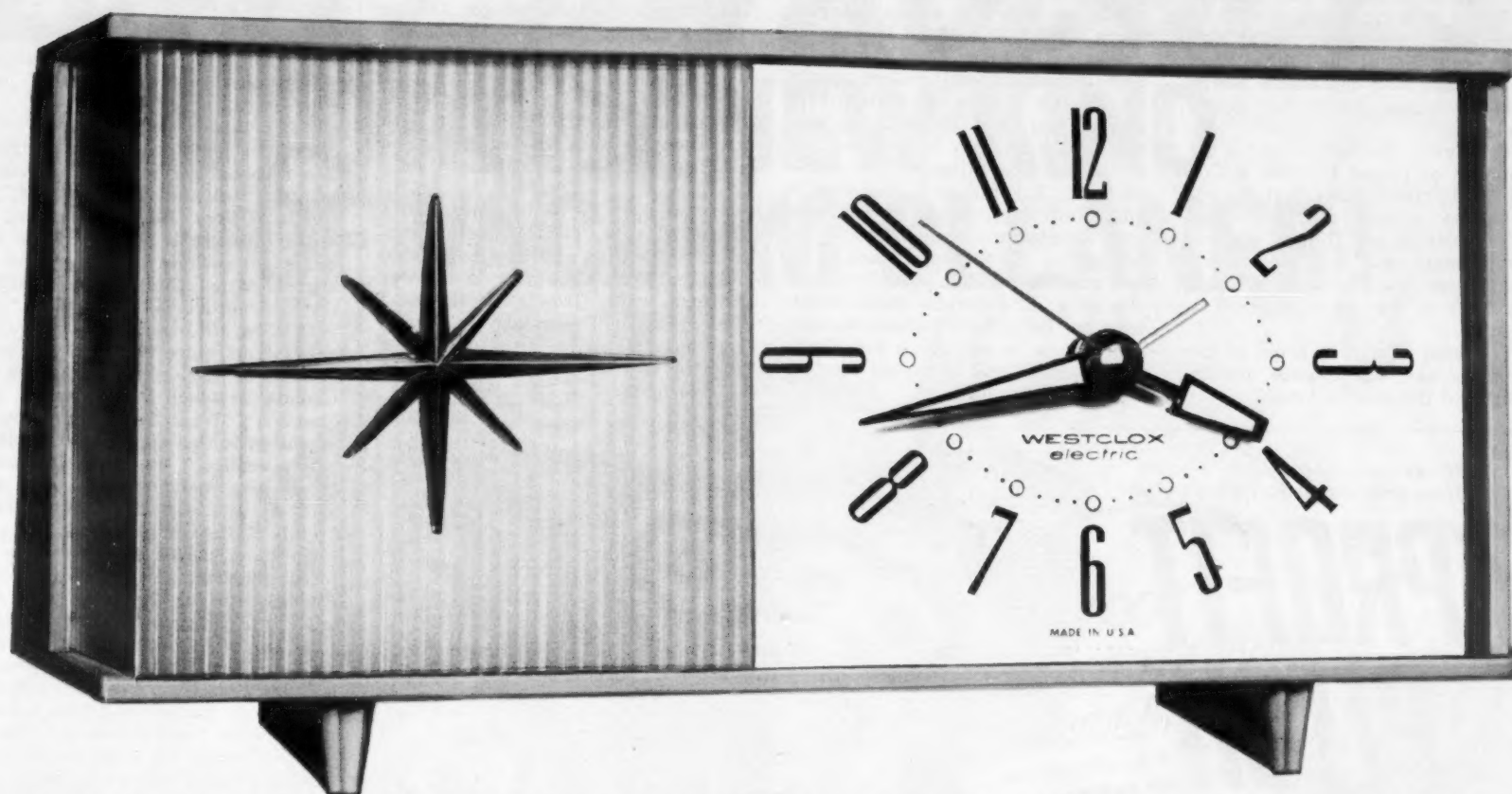
*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



DEPEND ON **WESTCLOX**

TO GIVE YOU THE NEWEST PRODUCTS TO SELL!



NOW...WESTCLOX BRINGS YOU THE HIT OF THE HOUSEWARES SHOW!

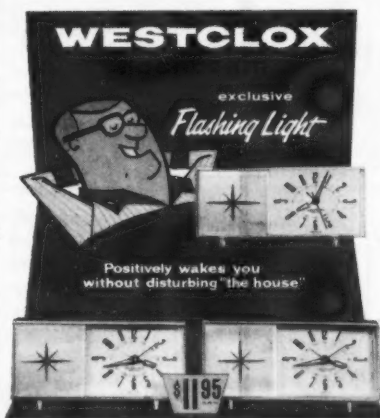
# MOONBEAM<sup>®</sup>

## FLASHING LIGHT ALARM

**ORDER MOONBEAM 3-PACK**

**ASSORTMENT NO. 29004**  
with **FREE ILLUMINATED DISPLAY**

Stops store traffic...creates instant sales  
of America's newest, most unusual alarm.



**ASSORTMENT  
INCLUDES:**

1 (20024) Antique  
White Finish and 2  
(20026) Buckskin  
Beige Finish.

Retail price  
\$11.95 ea.

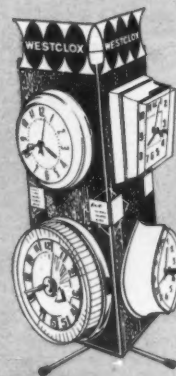
**DEALER COST \$22<sup>65</sup>**

- Wakes you gently with a flashing light...followed by an audible reminder. Luminous dial and hands.
- Over 30,000 interested shoppers stopped to inquire about Moonbeam when they saw its flashing light at this year's National Housewares Show in Chicago.
- Consumer tested and proved in thousands of homes ...backed with an **EXTRA 14-Day Home Trial Offer!**

**EXTRA!**  
**NEW KITCHEN CLOCK**  
**ASSORTMENT NO. 29008**  
with **FREE Revolving Display**

Includes 6 of Westclox fastest selling  
kitchen clocks...timed perfectly for your  
spring selling season. One each of Tam-  
bourine, Manor, Sonnet, Walltone and two  
Spice (1 copper and 1 chrome).

Retail Value \$39.88  
**DEALER COST \$25<sup>05</sup>**  
(5% quantity discount included)



depend on

# WESTCLOX<sup>®</sup>

**GT** MAKERS OF BIG BEN  
WORLD'S LARGEST MANUFACTURER OF TIMEPIECES • LA SALLE-PERU, ILLINOIS.

## electric

# 'Recession Is Over...'

The cheeriest words the industry has heard in many, many months of gloom talk were voiced by a Wall Street economist at the Edison Electric Institute sales conference March 22 in Chicago's Edgewater Beach Hotel.

Dr. Pierre Rinfret, director of economics of Lionel D. Edie & Co., New York, stated flatly that the recession has bottomed out, that it had done so without any form of government subsidy, and that by the end of this year the Soaring 60s would be soaring as they were supposed to be.

The doctor offered no proof of the bottoming out, but dwelled heavily on signs of the soar to come:

- Population: Don't look at the whole, he said, look at the changing parts. Watch the 18 to 24-year-old age group, the new labor supply, the new technician and college group. They'll rise 55% in the 1960 to 1970 decade and will be forming new homes and buying, buying, buying.
- Capital expenditure: The doctor said that \$12 billion a year now is going into research and development and the maximum payoff would not be felt for five to seven years.
- Consumer buying habits are changing: The durable goods industries are being hurt because the consumer now is switching his choice of "product" and is buying services instead of durables.

● International position is changing: "There is no peer for U.S." in capital goods production and a surplus of \$4.8 billion was earned here in 1960.

● Where will appliances go: The industry during 1959 and 1960 accelerated at a growth rate of 15%. The period 1960 to 1965 will earn a rate of 17% to 18%. There will be accelerated growth after 1965 for both the economy as a whole and for the electric industry in particular.

**Summary:** We are at the bottom of a recession now. The economic structure is changing at an unprecedented rate and is now growing at a slower uniform rate. Growth in the next four years will be relatively slower, but accelerate to an outstanding growth rate toward the middle of the decade.

## How Canada Hits At Loss Leaders

CONTINUED FROM PAGE 3

hardware and jewelry stores. We are very much interested in maintaining this widespread exposure of our products."

Each dealer who achieves efficiency in his operation is entitled to a reasonable return on his investment in stock and store facilities, the company says. But loss leading is unfair because it permits a few retailers to cash in on the efforts of a great many others who are selling the same products."

CGE says it has received warranty cards from more than 150,000 purchasers of G-E small appliances in Canada, in which they answered the question: "What first brought your attention to this appliance?" In 34% of the replies it was either the comments of a dealer or a store display that first caused them to consider buying it, the company says.

So when one or more retailers in an area advertises a product at a loss leader price for the purpose of attracting customers, they "steal" sales that other dealers have helped to sell. "This is like walking into somebody else's orchard and helping yourself to his apples," says CGE.

CGE says frankly it would like to see the repeal of legislation which forbids resale price maintenance. In the meantime, the amendments providing for withholding merchandise from alleged loss leader dealers will help eliminate some of the abuse of its goodwill and some of the unethical trade practices.

**Here's how CGE says it will eliminate loss leading:**

- Keep itself informed as much as possible on the operating costs of a representative group of "efficient" dealers.
- Publish the pricing guide, indicating the approximate range of prices the company thinks will provide a reasonable profit to an efficient dealer. The guide is to be revised from time to time.
- Any dealer who thinks he can sell below the pricing guide prices can say so to the district sales manager. But he must be able to prove it with facts and figures.
- Cut off supplies from retailers who practice loss leading, and cut off their distributors.

**The same disciplinary action** is to be meted out to dealers who fail to give the "expected" pre-sale and post-sale service.

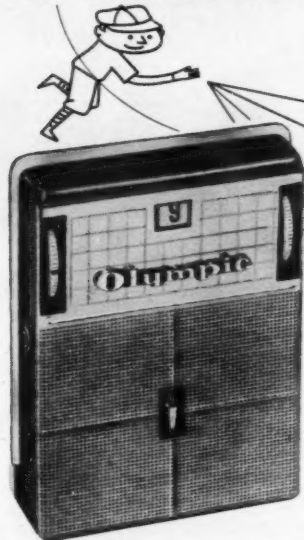
Frank Martin, president of Frank Martin Ltd., says he has cut off supplies from a Toronto dealer who was selling under cost. "Apparently he was trying to give the impression his store was the place to do business because of bargains. But he was doing so at the price of the manufacturer's goodwill."

L. F. Fitzpatrick, vice president of the Sunbeam Corp. of Canada, says he is not opposed to selling to "discount" houses. "We'd like to have our products front and center of the counters in every discount store in the country, provided that they don't sell them at a loss."

CGE's Jennings says his company is not attempting to set prices by the packaging guide. "If we told a dealer where he should set his price, I'm sure of what his answer would be."

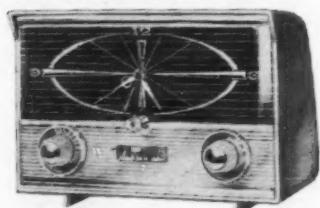
The season's opening!  
The stands are loaded! Here's your

## PROFIT PITCH



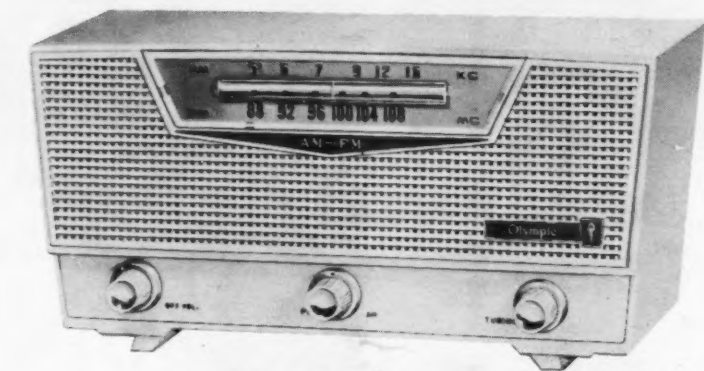
**NEW! "SHIRT POCKET" 6-TRANSISTOR AM RADIO (Model 780)**

- Full markup, full profit
- Hardly bigger than a cigarette pack... 3 1/4" x 2 1/8" x 1/8"
- Gift-packed with leather case, battery, earphone
- Two-tone combinations: Black, Red, Ivory, Gray, Sand



**NEW! 5-TUBE AM CLOCK-RADIO (Model 559)**

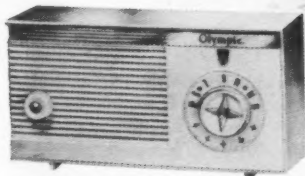
- Full markup, full profit
- Turns on games, news at right time... wakes 'em up too
- Built-in high gain antenna
- Sand, Ivory, Turquoise, Black with finished back • 6 1/2" x 9 1/4" x 5"



**NEW! AM/FM RADIO only \$29.95\* list**

FOR TABLE OR DESK (Model FM-15)

- Full markup, full profit
- AM for the "games-at-home"... FM for fine music
- Super tone! 6" oval speaker • 6 tubes plus rectifier
- Built-in Ferrite and FM antennas
- 12" x 5 1/2" x 5 1/4"



**NEW! POWERFUL COMPACT AM DESK OR TABLE RADIO (Model 554)**

- Full markup, full profit
- Only 9" x 4 1/2" x 3 1/2"
- 5 tubes with rectifier
- Built-in high gain antenna
- Black, Ivory, Turquoise, Tan

Sell 'em for Spring, Summer, Fall, Winter sports...for pleasure at home or away from home! There's a big-league profit in every radio, with Olympic's realistic pricing and the industry's most successful Merchandising formula!



# Olympic.

DIVISION OF THE SIEGLER CORPORATION

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT  
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo Hi-Fi • Radios • Phonographs





# LEWYT INTRODUCES

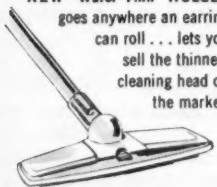
## A TOTALLY NEW KIND OF VACUUM CLEANER!



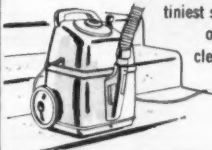
# Light! Compact! Powerful!

ONLY LEWYT GIVES YOUR CUSTOMERS THE  
POWER BOOSTER PLUS ALL THESE FEATURES!

**NEW "Wafer-Thin" NOZZLE**  
goes anywhere an earring  
can roll... lets you  
sell the thinnest  
cleaning head on  
the market.



**STANDS SOLIDLY ON STAIRS.**  
Won't tip, fall, or roll. Also  
stores on end, in  
tiniest space  
of any  
cleaner.



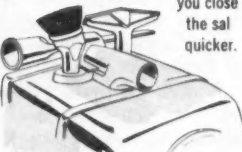
**3-YEAR HOSE WARRANTY!**  
Only Lewyt guarantees hose  
for 3 years because it's  
made of extra  
strong, extra  
flexible  
Nylite.



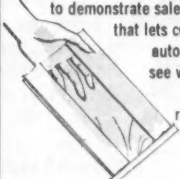
**BIG WHEELS** glide over rug edges,  
floors, doorsills... offers  
customers the  
mobility they  
want... and  
wheels won't  
"track up"  
carpets.



**RIDE-ALONG TOOLS** are right  
on top for shopper to see this  
big step-saver... helps  
you close  
the sale  
quicker.



**NEW "See-Thru" BAGS.**  
Only Lewyt gives you this easy  
to demonstrate sales feature  
that lets customers  
automatically  
see when bag  
needs  
replacing.  
Saves  
money.



## BECAUSE OF REVOLUTIONARY NEW POWER BOOSTER®

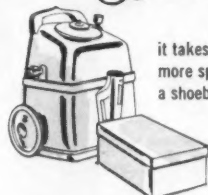


A revolutionary new vacuum cleaner development increases cleaning power, in a lighter, more compact machine. Only Lewyt has the Power Booster®. It moves the air 18% faster, causing greater suction power without increasing motor size. It means Lewyt gives your customers more power in less space... and with less weight. It means you're selling a vacuum cleaner that's...



*So Light*

a child can  
lift it  
without strain.



*So compact*

it takes up no  
more space than  
a shoebox.



*So Powerful*

it picks up lint  
and pet hairs  
with one stroke.

**Don't just sell cleaners...  
sell the NEW IDEA in cleaners...**

# LEWYT



# Gloom Dodges Britain's Plushest Home Exhibit

Despite the uncertain state of the domestic appliance market in Britain, the 1961 Ideal Home Exhibition at Olympia, London, ending today mirrored no sign of depression. This exhibition, plushest showcase of the British industry, again crammed its 14 acres with 545 exhibitors and attendance figures, which have totaled over a million each year since 1947, were well up to last year. Daily attendance is not disclosed, but in 1960 a total 1,164,367 people visited the exhibition during its four weeks.

Designed to attract the consumer rather than the trade, the exhibition features spectacular attractions such as a giant, 36,000 gallons an hour, fountain display, complete gardens and a "village" with specially designed furnished houses.

It's a show of spectacle rather than innovation, but two developments caught the eye. An all-British transistor pocket radio has been produced to compete directly on the home market with imported Japanese products, which are currently providing quite a headache for British manufacturers.

Called the Rio, the six-transistor set covers long and medium wavebands and measures 5x2 $\frac{3}{4}$ x1 $\frac{1}{4}$  inches. Maker is Ultra Radio & Television Ltd.

A new concept in vacuum cleaning is offered by Sir George Godfrey & Partners (Industrial) Ltd., Hanworth, Middlesex. The system comprises a central vacuum unit connected by pipe to self-sealing points in each room of the house. A Rootes blower provides the vacuum and is connected via 1 $\frac{1}{4}$ -inch internal diameter light-alloy tube to self-sealing, floor-level points. An aluminum standpipe with flexible hose is inserted at any point and the room cleaned conventionally. Exhaust from the vacuum unit is discharged clear of the house, so dust too fine for collection is not recirculated.

## UTILITY NEWS

**Long Island Lighting Co.** is launching an all-out freezer campaign that will carry on throughout July and August. About 560,000 bill enclosures promoting the use of freezers will go out to customers in LILCO's electric and gas service areas. In addition, the company has scheduled 55,000 lines of newspaper advertising and 350 radio spot commercials covering all of LILCO's territory. Truck signs on 125 of the company's vehicles will spread the freezer message in the campaign.

**Empire District Electric Co.** in Joplin, Mo., is featuring electric ranges and water heaters in a campaign running from Feb. 15 to April 15. Theme of the campaign is "Adventures in Electric Cooking Around the World." To promote it the utility is offering a non-commercial cookbook from the United States Committee for the United Nations. The book normally sells for \$1.50, and is available to dealers taking part in the campaign for 50 cents. The company is also giving installation allowances on ranges and heaters sold during the campaign.

**Dayton Power and Light Co.** in Ohio had revenues of \$96 million in 1960, equal to earnings of \$3.34 per share. The 1959 figure was \$3.22 a share. The company was successful in getting rate increases for the city of Dayton, and negotiations are continuing with other municipalities in the service area. At the end of the year, over 86% of all natural gas the utility sells and 59 out of 70 villages it serves had rates equal to Dayton's. Some 6,000 electric customers and 7,000 gas customers were added during the year to the company's subscribers.

**Nashville Electric Service Co.** is running an April to June "Live Cool... Electrically" air conditioner promotion in an attempt to create early season sales of air conditioners. The push uses prize coupons mailed to each of NES's 131,000 customers; coupons give a chance on free air conditioners contributed by distributors and manufacturers. Window and store displays of participating dealers will be judged and cash awards made to those considered most effective by judges.

**Northern Electric Co.** of Chicago is including 50% more magazines in its advertising schedule for 1961 than in any previous schedule. Advertising will concentrate on the peak pre-Christmas electric blanket buying season, with a campaign launched in April. Magazines to be included are "Life," "Vogue," "Good Housekeeping" and "Parents."

**Pacific Gas and Electric Co.** of California received the Edison Electric Institute award for the best overall residential sales program among utilities with more than 300,000 customers. Nearly all categories of appliances in the 46 county area served by PG&E showed percentage gains in 1960 over 1959. And average electric use increased 297 kilowatt-hours, best annual gain in the history of the utility. Appliances and electric services were promoted continuously in 1960 in all local advertising media, and sales campaigns covered almost all appliances handled by the company.

# You get MORE out of the line because there's MORE in it!

## More Profit... More Features... More Quality



Here are America's "Hottest Twins" in appliances. A "Special 14" and "Special 16" combination that really pull 'em in.



SWITCH TO  
**MARQUETTE-ZENITH®**  
"PROTECTED-PROFITS" SELLING



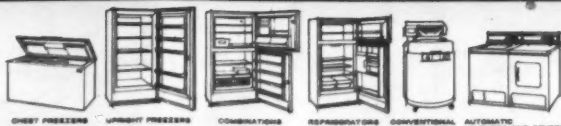
## LOOK FOR THE... BIG Difference!

That's right! We are different. Instead of taking quality and features out—we've put more of them in—but kept prices down.

Look over our two "Hottest Twins" and compare. You'll see what we mean.

\*Trade mark registered  
Marshall-Wells Co. Licensor

**THE MARQUETTE CORPORATION**  
Minneapolis 14, Minnesota



Write or wire for full details—Marquette-Zenith Franchise Division • 307 East Hennepin, Minneapolis 14, Minnesota FEderal 9-9121



## PEOPLE IN THE NEWS



Balmer  
of Murray



Basher  
of Easy



Becker  
of Casco

Denver for the Sylvania Home Electronics Corp. He succeeds Edward G. Dietrich who was transferred to the Pittsburgh district to fill the position formerly held by David A. Flude, new Philadelphia branch manager.

**Black & Decker**—Robert C. Tyo was elected to the newly created position of vice president-DeWalt operations. He was recently named president of DeWalt, Inc., a Black & Decker subsidiary.

**Brown Stove Works, Inc.**—Everitt L. Sullins was named to the company's sales staff for the northern half of Texas.

**Air-Way Sanitizer, Inc.**—Howard E. Miller was appointed regional sales director. He is working out of the

sales and service office in Lorain, Ohio. Harold E. Waldrop was appointed regional sales director for the Southwest.

**Admiral**—Realignment of Admiral Sales Corporation's 14 distributing branches into two new divisions has been announced. Jacob L. Miller will be eastern division manager and Richard J. Bambery, former general sales manager, has rejoined Admiral as western division manager after a brief absence.

**Motorola**—Thomas Fitzgerald was named consumer products regional sales manager for a midwestern area including Michigan and parts of Indiana and Ohio. He replaces Robert Hennessy, who resigned. Fitzgerald was a regional dealer development manager in the same territory.

**Westinghouse**—Daniel E. Bockover was appointed to the newly created position of residential advertising manager. He had been advertising manager for the company's Total Electric Home program.

**Whirlpool**—Ronald I. Gow was promoted to the position of sales manager of the corporation's utility sales division. The former assistant national advertising manager succeeds Stephen E. Upton, recently appointed sales manager for gas refrigerators. Stephen R. Sizer replaces Gow as national advertising manager. He formerly was a specialist in Whirlpool's sales training division.

Richard A. Cox was named an area manager for Whirlpool's dealer development program. Before joining Whirlpool, Cox was co-owner of Halle's Appliance Store, Colorado Springs, Colo.

**Casco Products Corp.**—Paul I. Becker was appointed director of advertising and sales promotion. He will coordinate advertising and sales promotion for Casco's four divisions. He resigned as sales manager for Commercial Coatings Corp., Miami paint company, to join Casco.

**Murray Corp.**—John B. Balmer was elected president and chief executive officer of the Murray Corp. of America, of which Easy Laundry Appliances is a division.

John A. Basher, vice president-marketing, was appointed general manager of the Easy Laundry Appliance division.

**Packard-Bell Electronics**—Theodore A. Flynn has been appointed to the newly created post of manager of Western sales and sales promotion for Packard-Bell Sales Corp., a subsidiary. He had been sales promotion manager. In his new assignment he will continue that function, and also will be responsible for sales of radio, television and stereo hi-fi to distributors and sales branches.

Thomas S. Noone was named Southern California district sales manager for the company. He was assistant to the vice president in charge of the home products division.

**Federal Enameling and Stamping**—William F. Babcock Jr. joined the Pittsburgh housewares manufacturer as premium sales manager. He had been vice president-director of marketing for Casco Products Corp.

**Bell Electronic Corp.**—David S. Matson, formerly sales manager, was promoted to manager of marketing. John H. Brunk succeeds him as sales manager.

**Tappan Co.**—Mason Smith was named territory manager for Maine, New Hampshire and Vermont.

**Zenith**—Sydney L. Capell and Roy W. Pratt were elected vice presidents of

the Zenith Radio Corp. of Canada. Ltd. Capell is manager of the radio-TV-electronics division and Pratt continues as manager of the hearing aid division.

**Sylvania**—Donald L. Morse was appointed district sales manager in

## Here's "MORE for YOU" to help sell more new KitchenAid dishwashers

### Three New Series

New, feature-packed models in each series—a KitchenAid for every kitchen...every budget. All have new performance, new beauty, modern styling and a wide choice of finishes.

**NEW SUPERBA VARICYCLE SERIES** has push-button controls for three separate cycles: "Rinse and Hold," "Full Cycle" and "Utility and Utensil." More features: king-size capacity for 12, convenient load-as-you-like racks, timer-triggered Dual Detergent Cup and Rinsing Agent Dispenser, and still more—interchangeable Vari-Fronts, including wood.

**NEW IMPERIAL SERIES** has single push-button control of the full and exclusive KitchenAid complete wash-and-dry action...king-size capacity for 12...Dual Detergent Cup...optional Rinsing Agent Dispenser. Same interchangeable Vari-Fronts as "Superba."

**NEW CUSTOM SERIES** has all KitchenAid better-washing features: "Guided Action" wash arm, Flo-Thru drying, Dual Filter Guards. Capacity for ten; variety of finishes.

### More New Selling Helps

Here's just one of the dozens of promotional tools that will help you cash in on this great line of dishwashers.

This self-demonstrating display flags the customer down and takes her on a "tour" of the new Superba VariCycle. Ruggedly built to take the knocks of showroom and window use, it's ideal for fairs, shows, meetings—wherever you might display.

But look what else is available to back up the saturation schedule of national ads! Newspaper ad mats, radio spots, TV film commercials, full-line wall charts, envelope stuffers, customer passouts, product folders, window wall banners, identification decals, jumbo post cards, training manuals, and a "Facts 'n Figures" booklet for quick reference by salesmen.

**USE THESE SALES AIDS** and you'll SELL the new KitchenAid dishwashers. If you don't have full details, contact your distributor or send the coupon.

**KitchenAid®**  
DISHWASHERS

A model for every kitchen...every budget



KitchenAid Home Dishwasher Division  
The Hobart Manufacturing Co., Dept. KEM  
Troy, Ohio (In Canada: 175 George St., Toronto 2)

- ☐ I want information on the new dishwasher line.
- ☐ Send me name of nearest distributor.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_



Another Example of Zenith  
**LEADERSHIP IN ACTION!**

# ALL-NEW ZENITH SPRING SPECIAL!

**HANDCRAFTED QUALITY**  
**19" ZENITH PORTABLE TV**  
(172 sq. in. rect. picture area, 19" overall diagonally)

**NO PRINTED CIRCUITS!  
NO PRODUCTION SHORTCUTS!**

**\$169<sup>95</sup>\***



**THE VOYAGER, MODEL G2101**

All-metal cabinet, top carry handle, sound-out-front Zenith quality speaker. Full power transformer; 3-stage IF amplifier. Sunshine® picture tube; Cinelens® picture glass. Daytona sand or West Point gray colors.

**Built to one high standard  
of quality with HORIZONTAL**

**\$SERVICE  
\$SAVER**



**CHASSIS**

Every circuit is wired and soldered by hand. Zenith's famous handcrafted chassis costs more to make, but gives greater value — through better performance, greater dependability, easier servicing.

*One more example of Zenith's  
all-new Spring Special TV— specially  
developed to give Zenith dealers the  
greatest Spring and Summer TV values*

**See your Zenith Distributor for this and other fast-selling spring specials!**



**ZENITH RADIO  
CORPORATION,  
CHICAGO 39,**

**ILLINOIS. IN CANADA: ZENITH RADIO CORPORA-  
TION OF CANADA LTD., TORONTO, ONTARIO.**

The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radionics exclusively.

# ZENITH

*The quality goes in  
before the name goes on*

\*Manufacturer's suggested retail price. Slightly higher in the Southwest and West Coast. Prices and specifications subject to change without notice.





## Joe Di Salvo Is A Small Dealer

(his volume hovers at \$250,000 a year)



FROM SMALL STORE (left), dealer Joe Di Salvo (far left) draws healthy profits because he concentrates (below) on high-end merchandise, doesn't even bother to stock price leaders.

## Yet He Nets 10 Percent

(and has done so for  
the last 10 years)

## How Does He Do It?

(This Willow Glen, Calif.,  
dealer has a secret—  
here it is)



Di Salvo's secret is a simple one: There are big profits in the high end.

And from that basic premise he has drawn an equally important corollary: You can be big and still stay small.

**Does it work?** In 1960, Di Salvo drew a net profit (including salary) of over \$25,000 from his business. For the last 10 years (he has been in business for himself for 12 years), Di Salvo has made at least 10% net profit including salary. If he had earmarked \$10,000 as his salary, his books still would show better than 6% net profit on his volume of little more than \$250,000.

**Why does it work?** A big man physically, a big man in community affairs, a big man in his 27-year knowledge of the business, a big man in the image he projects to the public through advertising and promotion, Di Salvo has nevertheless deliberately stayed smaller than average in volume to make a bigger than average net profit. He has stayed small by selling big—the high- or middle-priced models of his line which have the bigger dollar margins.

By industry averages he could double his dollar volume through attention to the low- and short-end models—but he doesn't advertise, promote or sell that merchandise because he doesn't even stock it.

There are two advantages to his method, says Di Salvo:

(1) **Individual sales are more profitable.** During 1960, Di Salvo averaged \$330 on automatic washer sales—and laundry represents more than 50% of his business. He doesn't stock the Westinghouse LH or LGB and he doesn't carry the Maytag #123. As a result, his fastest moving

Westinghouse model is the \$339.95 LBB and his best moving Maytag is the #142 at \$389.95.

The story repeats itself on refrigeration. During most of 1960 the store was registering a third of its refrigeration sales in the Westinghouse RAA-16 at \$799. During the six months immediately prior to the writing of this story Di Salvo sold 70 refrigerators and only two were 11-cubic-foot models and only one was a nine-cubic-foot unit.

TV isn't a big business for Di Salvo but he follows the same methods as he does with white goods. As a result, 1960 TV sales averaged \$350 a unit.

(2) **More efficient operation results from keeping sales in the middle- to high-price bracket.** Service costs are kept at a minimum and when service is needed the store feels that the sale produced enough gross profit to take care of the service.

**How does it work?** To make a policy like this work, says Di Salvo, every salesman must tailor his sales pitch to profit rather than volume. This doesn't mean over-selling the customer; it means selling her up to her real need. It will mean not serving most of that group of customers whose needs are filled by a small or stripped appliance, but there are other dealers geared to the profitable handling of those sales in volume.

To make this profit approach work, the pitch on each product must be specialized, says Di Salvo. To illustrate this he compares his approaches on refrigeration and laundry:

**On laundry start from the high end.** "After the woman has received the full story on a deluxe model she will seldom be satisfied with the low end. If you have demonstrated how each feature of the top model helps her do a better job of

laundry, the other models will make her feel that using them would restrict her."

To make this high-end approach work with laundry there are two rules which must be followed, says Di Salvo. First, don't advertise and don't stock the low-end models. "If you have a small store and small staff you can't handle enough volume to make a good profit." Second, demonstrate and demonstrate, feature by feature. "After we give her a full treatment, I don't think a woman could ever be happy with another washer other than one of our deluxe models—at least not with a cheaper washer."

**On refrigerators start from the low-end** unless the prospect comes in looking for a specific model.

"You have a different situation with refrigerators. With laundry equipment you are selling better washing with the deluxe models. But let's face it, the cheapest model refrigerator is going to keep the family's food just as cool and pure as the \$700 box. So we have to sell up to the deluxe models where the profit is good by emphasizing the extra conveniences.

"You go up the line, selling the convenience of extra freezer space, the economies of having more refrigeration space to cut down on shopping trips, the nuisance-free convenience of automatic defrost. From our experience we've found that if you take the average woman directly to the top-of-the-line model, the price tag scares her to death before she knows anything about the features. You'll never get her back up there—she'll spend the rest of the time eliminating features because as she does it she is saving money. If you step up, selling one convenience at a time, and do it thoroughly, she will accept the need for that feature and be less hesitant to represent the little bit extra each one costs."

## Why it pays you to use FSP REPLACEMENT PARTS



### AVAILABLE

as long as  
15 years...

Functional FSP replacement parts are available for RCA WHIRLPOOL home appliances for as long as 15 years or longer if there is a need. And they are manufactured to original factory specifications, under the same rigid quality controls. They help assure that you can keep even the oldest customers satisfied, and simplify servicing.

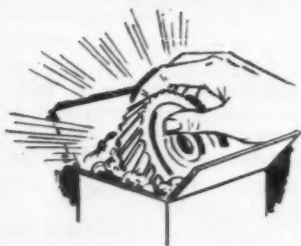
### STOCKED

for immediate  
shipment...

The constantly-controlled inventory of all FSP replacement parts for RCA WHIRLPOOL home appliances assures fast shipment of orders . . . cuts waiting, delays, need for difficult explanations to impatient customers. Another example of Whirlpool's dedication to the best possible service for servicemen.

### PACKAGED

to save you money!



FSP replacement parts are individually packaged . . . for full protection during shipment . . . for quick identification in stock . . . for space-saving storage, because sturdy cartons permit practically unlimited stacking without fear of damage. Individual packaging also helps you save on mixed orders and quantity orders, for they can be easily assembled and shipped in master cartons.



Factory Specification Parts for  
**Whirlpool**  
HOME APPLIANCES



meet the toughest specifications in the industry

Service Division, Whirlpool Corporation, Administrative Center, Benton Harbor, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

### CAN YOU USE?

Precise measurement of your market potential is always tricky. But with the help of a 30-page "Measure Your Market" guide you stand a better chance of coming up with estimates which are reliable.

The booklet, just released by the American Newspaper Publishers Assn., was prepared especially for appliance dealers. Using EM WEEK figures, it gives you an easily workable method to figure . . .

1. The size of your local market for 10 major appliances;
2. Your share of that market;
3. The balance and efficiency of your selling effort.

In the guide are 10 maps of the U.S. showing, state by state, the number of sales per 1,000 families of each of 10 major appliances. Below each map is space for noting the appliance units per 1,000 families sold in your state and the size of your market. Simple multiplication of these two figures produces the estimated number of sales for your size market in your state. You divide this figure into your own sales of each appliance to get your potential.

Also included is an easy way to plan an advertising budget, a series of seasonal sales charts and other data picked to help you promote, advertise and sell refrigerators, ranges, air conditioners, washing machines, dryers, freezers, dishwashers, TV, water heaters and vacuum cleaners.

Call your local daily newspaper for a copy of "Measure Your Market." Or write directly to Retail Dept., Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17, N. Y.

A fast way to calculate newspaper ad costs is the purpose of the easy-to-use "Coolican Space Rate Calculator," a 34-page manual containing page after page of space rate tables.

Using the tables, you can find the cost of a single insertion in one newspaper or a group of papers. Simply determine the space desired, then turn to the page showing the paper's line rate. Tables cover space units from five cents to \$3.00 per line—up to and including nine-column pages with column depths of 308 lines.

You can also convert inches to lines with another table in the book.

Cost is \$2.50 plus postage. Order from The Coolicans, Inc., Denison Bldg., Syracuse 2, N. Y.

"How to Collect More Past-Due Accounts" is the subject and the title of a treatise just published by the United States Collection Assn.

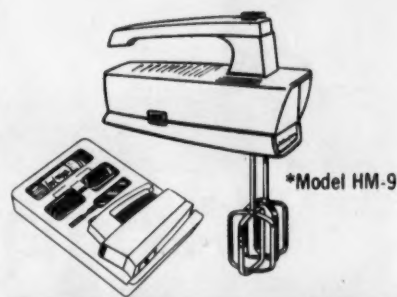
Credit experts wrote the book from their own experiences. The authors suggest numerous powerful cash-getting techniques—firm but dignified appeals which retain your customers' good will.

Free copy is available from United States Collection Assn., Inc., 4405 North Ravenswood Ave., Chicago 40, Ill.

A close look at chain and discount store managers reveals a trend to more autonomy for branch stores.

That's only one of the subjects discussed in "Marketing's New Target: 2,000 one-stop store managers."

The author is E. B. Weiss, vice president of Doyle-Dane-Bernbach, Inc., 20 W. 43 St., New York 36, N. Y.



**YOU SELL A WESTINGHOUSE  
FOOD MIXER\*** at your regular price —  
to a pre-sold customer

**CUSTOMER GETS \$2 REFUND**

from Westinghouse!—(with Buyer's Dividend coupon).  
Another "Sell America To Prosperity" Offer!  
See page 9.



**YOU SELL A WESTINGHOUSE  
STAINLESS STEEL COFFEE MAKER**  
at your regular price . . . to a pre-sold customer

**CUSTOMER GETS \$2 REFUND**

from Westinghouse!—(with Buyer's Dividend coupon).  
Another "Sell America To Prosperity" Offer!  
See page 9.



**for the  
most widely  
advertised  
appliances**



**CALL  
GraybaR**  
FIND US FAST IN THE YELLOW PAGES



# new products

## GERMAN MULTI-PURPOSE UNIT: The "Piccolo" With A Single Motor Operates Many Appliance Attachments



The floor polisher attachment consists of a plastic polisher head, a handle and long extension tube and a dust container with dust bag and rubber ring. The polishing brush is wire-stitched, and revolves at 1,300 rps. The extension tube and handle are removable for

use as a hand-type furniture polisher.

Accessories for various polishing jobs include a felt disc for large areas such as floors; a white felt disc for furniture and cars; a rough sanding disc for removing stains etc; and a fine sanding disc.

The "Piccolo" household motor with its various attachments operates as a blender and mixer, a shredder or fruit juice and vegetable extractor, as a coffee-grinder, floor polisher, sander and polisher, vacuum cleaner, or spray gun. The spray gun also has a carpet shampoo nozzle. The motor is precision-built with a safety switch that automatically switches off motor if overloaded. **Price, \$239 complete.** (3 basic units—blender, polisher and cleaner, \$99.95.) U. S. Distributor, The Piccolo Co., 241 W. 20th St., New York.



The sprayer is fitted into air channel on motor side; glass container holds paint, water or insecticide.



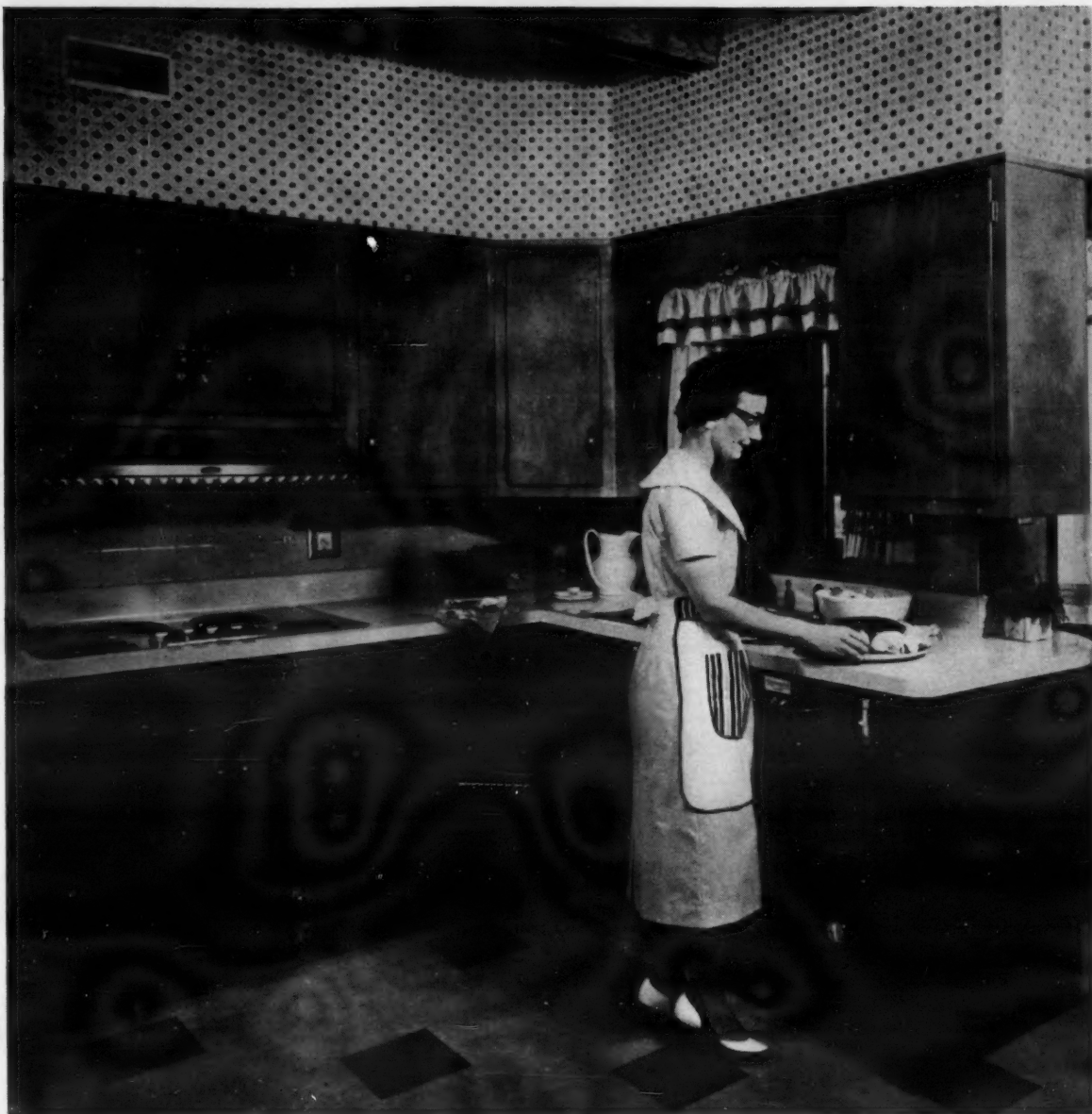
The juice extractor attachment extracts juice from fruit, also from vegetables such as carrots, beets, etc.



The blender attachment includes a mixing jar that can be detached from cutting attachment which contains blades that revolve 200 revolutions per sec. A lid and center-lid also included.



The Friedrichs' dining area (*above*) is a converted back porch; pleasant, wood paneled, well lit, and closed off from the kitchen by newel posts and cabinets. In an L-shaped area (*right*) adjacent to the dining area, Mrs. Friedrichs has a built-in range with hood and an exhaust fan. A few steps behind her is the mixing center (*below*) with outlets for small appliances, near the built-in oven. Refrigerator, freezer and work area are opposite the L. At the end of the corridor leading out of the kitchen is a wash-up area; and isolated from the kitchen proper but only a step away are the front-opening washer and dryer (*bottom*), flush with the wall and at a convenient height.



## The best farm families ...are your best appliance market!

The Warren Friedrichs, farm family in Lee County, Illinois, live in an old house of which they are very fond. But their remodeled Early American kitchen is new, step-saving, efficient. Included are in-wall oven, built-in hooded range with an exhaust fan, freezer and refrigerator, built-in wall-flush washer and dryer, radio, and lots of counter space and outlets for the small electrical appliances.

The Friedrichs are one of 930,000 SUCCESSFUL FARMING families who have rebuilt, repaired, or modernized their houses in the past three years. (Thousands have built new homes.) And 310,000 have installed more wiring for greater load; and 980,000 have bought home furnishings.

In the same period, 7 out of 10 have bought one or more major appliances; and 8 out of 10 have bought small appliances. Their ownership of major appliances exceeds the US average for wired homes.

These SF subscribers need appliances. Their families are larger, eat more and entertain more at home, have larger washings and work clothes to launder, than urban families.

They can well afford appliances. Their farms

average over 300 acres with eleven permanent buildings. They are volume producers of beef, hogs, corn, wheat, and field crops. And for the past decade, their annual average cash income from farming alone had been about 70% above the national farm average.

And SUCCESSFUL FARMING is not just another magazine, but a work manual and operations guide for this country's best farm families. For fifty-nine years SF has helped them save time and effort, earn more, live better, spend more advantageously. It is not only read, but studied, clipped, and then consulted again and again. It is believed and respected, SF gets unusually high readership; and the advertising in its pages gets exceptional reception and response. It sells!

If you want your advertising to sell more, put it in SUCCESSFUL FARMING—where it can.

**12 State and Regional Editions** now meet your specialized marketing requirements—permit localized pressure, special and seasonal sales effort, dealer listing, price publication, testing of special offers, new products or models, packages or advertising copy. They can be combined in any way to fit your needs and pattern, and bought at cumulative rates. Any SF office will give you the details.

## Successful Farming

Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



ELECTRICAL MERCHANDISING WEEK



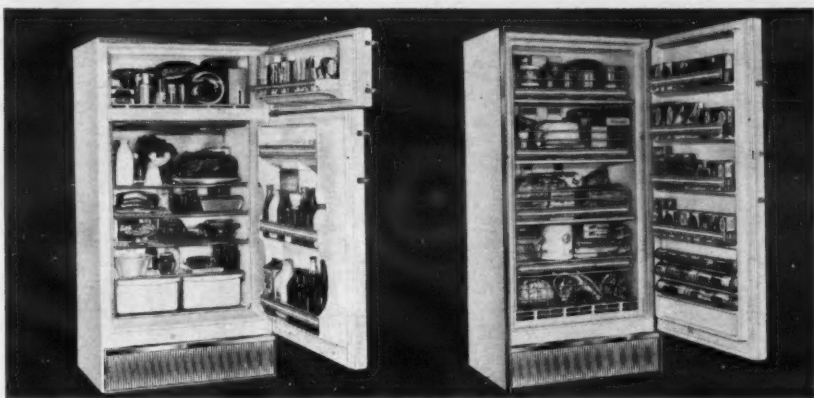
## new products

CONTINUED

### SUBURBAN Under-Counter Oven

A new addition to the Suburban built-in range line is announced. The "Chef's Delight" electric under-counter oven requires no special base, slides into 27-in. floor space and is automatic 21-in. oven.

Suburban 4-burner top control electric or gas cooktop can be installed over oven or elsewhere along countertop. Installation allows unbroken countertop, replaces 27-in. base cabinet. This new addition to the Suburban built-in range line is available in 5 porcelain colors and brushed chrome. Samuel Stamping and Enameling Co., Chattanooga, Tennessee.



### FRIGIDAIRE Announces 7 Models

Seven new free-standing appliance models are announced by Frigidaire: 2 refrigerator-freezers, 2 upright food freezers, 2 automatic washers and 1 electric range.

No. FPDA 13T-61, refrigerator-freezer, is a 13-cu.-ft. 2-door Deluxe model with top freezer, which has a frost-proof freezing system and holds 98 lbs. of frozen food. Refrigerator section has 4 full-width removable shelves; twin Hydrators that hold nearly 3/4 bu. of fruit and vegetables; 3 full-width shelves on door with lift-out fronts; 1-lb. butter compartment.

Budget model FDA-11-61 is an 11-cu.-ft. single-door model with Cyclamatic system which eliminates defrosting in refrigerator section. Freezer holds 71 lbs. Other features include 4 full-width door shelves with removable fronts, full-width Hydrator; 2 aluminum ice trays; flush hinged door. Both are available with right- or left-hinged doors with magnetic seals.

Upright Imperial and Deluxe Frost-Proof food freezers have 17-cu.-ft. capacity; Frigi-Foam insulation and doors with magnetic seals. Imperial Frost-Proof No. UFPI-17-61 is equipped with 4 full-width shelves with tilt-down grille fronts, and full-width sliding basket drawer; 4 full-width door shelves, 18-can frozen

juice rack; comes in yellow, pink, turquoise, aztec copper and white. It features an automatic interior light, safety signal light, and built-in door lock. Many basic features found in Imperial UFPI-17-61 are incorporated into Deluxe Frost-Proof model No. UFPD-17-61.

Deluxe No. WDR-61 Automatic Washer has an automatic sudswater saver; cycle selector; temperature selector for hot, warm or cold water wash; rinse and soak temperature selector and automatic soak control; automatic detergent, bleach, dye and rinse conditioner dispensers; pink, turquoise, copper, yellow or white finish. WS-61 has an automatic soak cycle for heavily-soiled work clothes, diapers and woolens; a cycle selector dial for washing all fabrics according to degree of soil. Both models have a 3-ring pump agitator.

RS-35-61 30-in. range features automatic oven controls; built-in electric clock and time signal; automatic outlet; oven signal light; full-width storage drawer and 4 sealed Radian-tube surface units with infinite heat controls.

Prices: FDA-11-61, \$269.95; FPDA-13T-61, \$439.95; UFPD-17-61, \$499.95; UFPI-17-61, \$539.95; WS-61, \$184.95; WDR-61, \$274.95; RS-35-61, \$229.95. Frigidaire Div., General Motors Corp., Dayton 1.



TRU-SLIM 19" MODEL 1676

# \$159.95 SALE

**EMERSON  
19-INCH  
FULL POWER  
TRANSFORMER  
PORTABLE-TV**

Not a stripped-down version, but complete with double dipole telescopic antenna, up-front tuning with illuminated dial, and front-projected FM sound system. Decorator styled. Get in on the BIG volume profit picture. Write, wire or phone your Emerson distributor today!

\*172 sq. in. viewable area. †Suggested list. Slightly higher in some areas.



## Emerson

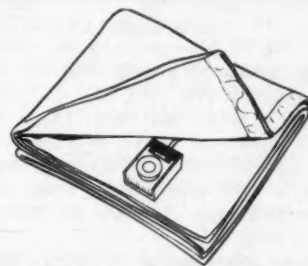
JERSEY CITY 2, N. J.

### MERCHANDISING SUPPLEMENT

NEW PRODUCTS—NEW SALES  
THIS SECTION CAN BE  
ECONOMICALLY USED FOR:  
MORE SALES—MORE PROFITS

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

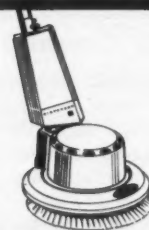
REACH ALL BUYING INFLUENCES  
RATES—ON REQUEST



**YOU SELL ANY WESTINGHOUSE  
ELECTRIC BLANKET** at your regular price — to a pre-sold customer

**CUSTOMER GETS FREE \$5.95  
WESTINGHOUSE HEATING PAD**

from Westinghouse!—(with Buyer's Dividend coupon).  
Another "Sell America To Prosperity" Offer!  
See page 9.



**YOU SELL A WESTINGHOUSE RUG  
CLEANING SCRUBBER-POLISHER** at your regular price . . . to a pre-sold customer

**CUSTOMER GETS FREE  
\$9.37 FLOOR CARE KIT**

from Westinghouse!—(with Buyer's Dividend coupon).  
Another "Sell America To Prosperity" Offer!  
See page 9.



This symbol identifies for you the National Appliance Parts Manufacturers Association, an organization of laundry equipment parts manufacturers and suppliers. Member companies authorized to display this seal make every attempt to serve you with the highest quality parts and equipment.

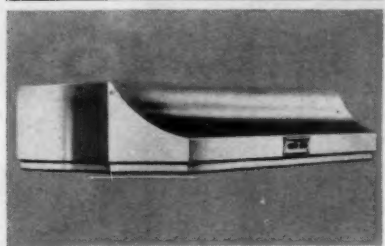
NATIONAL APPLIANCE PARTS  
MANUFACTURERS ASSOCIATION  
BOX 1043 • ANN ARBOR, MICHIGAN

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## new products

CONTINUED



### ROPER Range Hoods

Two new range hood series and a charcoal converter series is added by Roper to its gas appliance line. "Elite" models feature twin centrifugal blowers for vertical or horizontal exhaust.

"Deluxe" Silent-Flo hoods provide

smooth performance at a budget price. 3 models in each series: 30-, 36- and 40-in. widths.

"Elite" models are 18½ in. deep, 7¾ in. high, and weights range from 32 to 35 lbs. "Deluxe" series are 18 in. deep, 5 in. high, 17 to 20 lbs.

Both range hood series come in bronze, pink, turquoise, and yellow or stainless steel. Features include Uni-Weld construction, insta-set controls; heavy-duty aluminum filters; easy to clean parts; recessed incandescent lighting, quiet-operating twin centrifugal blowers; eye-level controls. Roper also offers a series of air-fresh converters for ductless installation, with large air-refreshing charcoal filters for use on any Roper range hood. Depth of converters is 13 in.; height is 1½ in. They weigh from 11 to 13 lbs. Geo. D. Roper Sales Corp., Kankakee, Ill.

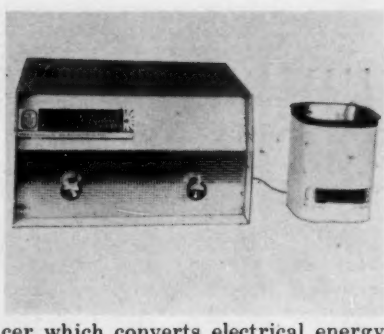
### ULTRASONIC Cleaner

DiSontegrator System 30 features a broad band frequency modulated circuit which eliminates the need for automatic tuning. Generator is rated at 30w average power, 120w peak output. Fused for 2 amps generator operates 117v. A 220v, export model is also available.

The 1-pt. cleaning tank features a compartment 3⅝x3 in. deep. Comes in 7 decorator colors: turquoise, ivory, wheat yellow, soft gray, coral pink, pale green or desert sand.

Operation is said to be as simple as operating a radio. Cleaning begins as soon as tank is filled with suitable cleaning solution such as water and detergent or solvent and switch is flipped.

Integral with tank is a transdu-



cer which converts electrical energy from generator into high frequency sound waves. When energy is propagated in a cleaning solution the fluid is exploded 90,000 tps into millions of submicroscopic vacuum bubbles that disintegrate all soil on objects to be cleaned. Ultrasonic Industries, Inc., Ames Court, Engineers Hill, Plainview, L. I.



### WESTINGHOUSE Irons

Two new irons, a steam-n-dry model with spray and a steam-n-dry are announced by Westinghouse. Both use ordinary tap water and each has 17 jet openings for steam. Spray, steam-n-dry unit (No. HS 35) and steam-n-dry (No. HS 25) both feature a single dial control that has a full range of steam settings and fully defined wash-and-wear settings. Tank in each model holds 8 oz., plus an extra ounce of space to prevent over filling.

Spray mechanism in spray iron has been simplified to eliminate service problems according to Westinghouse. Spray nozzle can be removed by user and cleaned with an ordinary straight pin. On both irons, steam valve is automatically self-cleaning. When setting is turned to "dry," a needle pierces valve to clean it and insure constant flow.

Price: No. HS 35, \$22.95; No. HS 25, \$18.95. Westinghouse Electric Corp., Mansfield, Ohio.

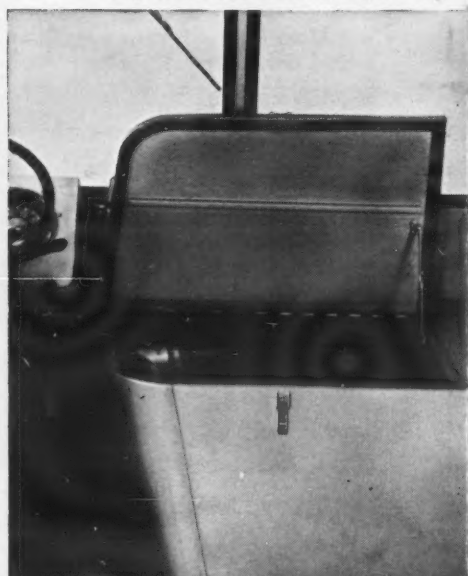
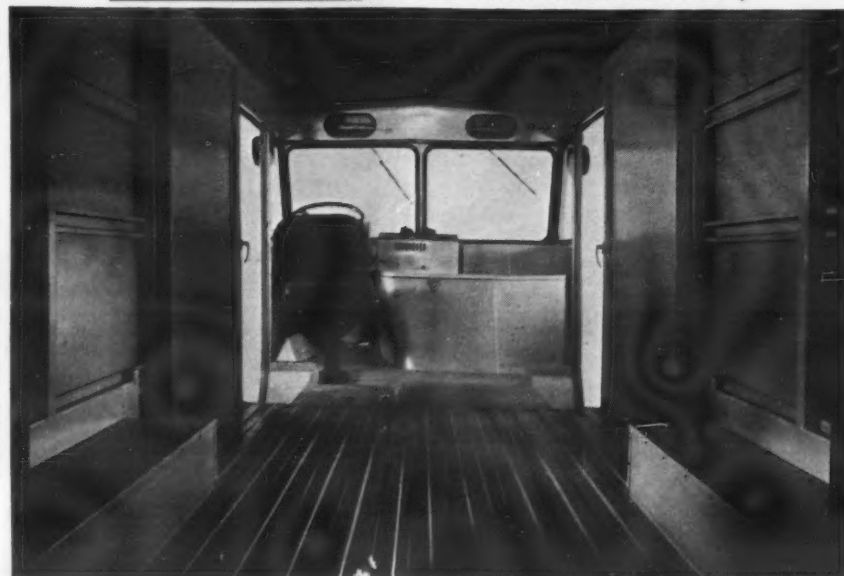
### COMPACT Cleaner Tray

Interstate has developed a lightweight tray for its cleaners. Tray can be carried wherever housewife desires; she can remove attachments as needed and return them to tray when finished. Dylite polystyrene tray weighs 8 oz. Interstate Engineering Co., Anaheim, Calif.



Strong corrugated steel cargo floor gives lasting support to roomy load compartment. ▼

Engine access door makes engine servicing easy serves as parcel tray when closed. ▼



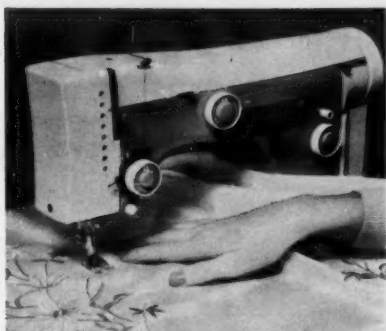


## NECCHI Sewing Machine

A fully automatic home sewing machine, "Supernova Julia," is announced.

"Supernova Julia" features 2 new principles—"micro-electric" control and "double automaticity." Micro-electric control automatically guides flow of electricity to machine, independent of normal knee or foot action. A light touch of the control lever starts machine sewing first side of a buttonhole. At exactly right point, machine reverses sewing direction and makes second side of buttonhole and bartacks by itself. When completed, machine stops automatically. Built-in buttonhole cutter finishes job.

"Double automaticity" is accomplished by direct and indirect control of needle. Machine can auto-



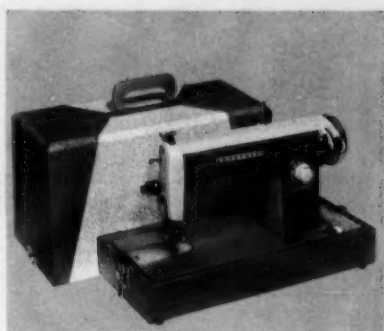
matically produce most versatile types of decorative stitches such as Turkish hemstitch, Paris stitch and shell stitch. Finished in bone ivory and lilac, available in portable or console models.

**Price:** \$339.95. *Necchi Sewing Machine Sales Corp., 164 W. 25th St., N. Y. 1.*

## BROTHERS Sewing Machine

Two new sewing machines are announced by Brothers.

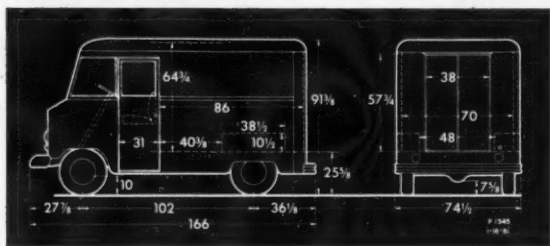
**Valiant Zigzag** No. 282 has a built-in automatic blindstitcher. It has a new type built-in buttonholer which automatically sews buttonholes of any size. It also sews with twin needles as well as a single needle. This means user can sew in 2 colors at a time, if desired, producing embroidery stitches with greater automation. Designed in lilac and white colors, this machine is streamlined in appearance and has chrome trim. **"New Frontier,"** No. 160, which has won the much coveted "G" mark award by the Japanese government for design and clean-cut mechanical simplicity provides a number of automatic features including a push-button reverse, a drop feed control



located at easy eye level for monogramming and darning. The automatic bobbin winder stops by itself when fully wound and its floating foot glides over any thickness of fabric. Designed in a 2-tone combination. **Price,** \$99.95. *Brother International Corp., 36-50 38th St., Long Island City 1, N.Y.*

# CHEVROLET ANNOUNCES A NEW 1/2-TON ROUTE-DELIVERY PANEL STEP-VAN 7!

**JUST RIGHT TO MAKE YOUR PROFITS JUMP!** Here's a brand-new multi-stop hauler from Chevrolet—a brand-new way to clamp down on rising delivery costs! With its "just-right" size, reserve of economical power, rugged build and velvet-smooth ride, the Step-Van 7 offers profit-producing efficiency no other truck in this class can match. Here are 211 cubic feet of load space, astride an easy-handling 102-inch wheelbase, powered by the famous, gas-saving 135-h.p. Thriftmaster 6 engine. This ideal combination of cargo space, power, agility and thrift is teamed with Chevrolet's road-smoothing Independent Front Suspension—an advancement that saves truck wear, reduces maintenance, cargo damage and driver fatigue. Check the dimensions in the drawing below. Then scan the features listed below. Just see if this one doesn't promise something *big* in the profit column on that job of yours!



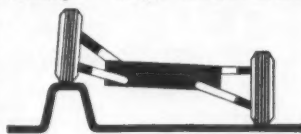
**EFFICIENT SIZE!** 211 cubic feet of man-high cargo area for easy load handling • 5,400-lb. maximum G.V.W. rating means strength to spare • 1,200-lb. payload capacity for more profitable trips • Choice of wide-opening rear doors (38" width is standard; 54" and 66" widths are optional at extra cost) • Roomy, comfortable driver compartment • Low (25 $\frac{1}{2}$ " rear door loading height • Easy-handling (166") over-all length with short 102" wheelbase (turns around in a 34 $\frac{1}{2}$ -ft. circle!) • Bird's-eye visibility with no-hood design and big safety glass windows.

**EXTRA POWER!** Famous Chevrolet Thriftmaster 6 engine provides power aplenty for passing, thrifty performance at near-idle door-to-door speeds • High 8.25:1 compression ratio squeezes extra miles from every drop of regular gasoline • Positive engine ventilation (standard) protects engine from harmful vapor build-up caused by prolonged idling • Forged-steel crankshaft, aluminized exhaust valves, oil-bath air cleaner, precision bearings and all-weather electrical system help keep maintenance costs low.

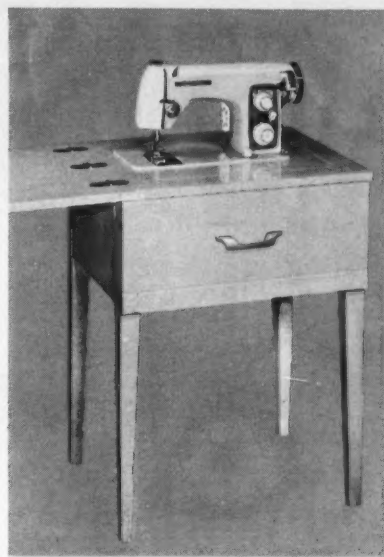
**TOUGH BUILD!** Strong rigid X-member frame construction • Tough Independent Front Suspension with 2,500-lb. load-carrying capacity • Rugged 3,500-lb.-capacity semi-floating rear axle with quiet-running hypoid gears • Widest choice of transmissions in this truck class: 3-speed synchro-mesh is standard; 3-speed heavy-duty, 4-speed and Powerglide transmissions are optional at extra cost • Big, long-lasting 167-sq.-in. Torque-Action brakes • Rugged 10" clutch with smooth-operating hydraulic control • Sturdy friction-free rear coil springs with low deflection rate for more effective cushioning • Easily removable front quarter panels and grille that permit quick replacement of parts.

**SMOOTH RIDE!** Chevrolet Independent Front Suspension that beats truck-busting bumps, reduces truck wear, maintenance expense, cargo damage and driver fatigue to new lows • Tough friction-free torsion springs cushion the ride ideally • Rigid control arms guide the wheels in precisely engineered paths, minimize misalignments by big bumps • Job-matched shock absorbers assure maximum ride control • Independently suspended front wheels "walk" over bumps individually; there's no rigid I-beam connecting them.

The Step-Van 7 is supplied by Chevrolet as one complete body-and-chassis unit; or, if your needs require it, a chassis-only version is available to accommodate your special body. See your dealer soon! . . . Chevrolet Division of General Motors Corporation, Detroit 2, Michigan.



## 1961 CHEVROLET STURDI-BILT TRUCKS



## NATIONAL Disposer

A custom-assembled food waste disposer of commercial quality and 50% more capacity is announced by National.

**No. 880 "Kitchen Commander"** has 3-qt. capacity. Grinding elements are commercial type and it is equipped with a  $\frac{1}{2}$ -hp hi-torque "Power Surge" reversing motor.

Designed for homeowners with large families it is also ideal as a replacement for units made before 1952.

Other features include rugged precision-ground cast heavy-duty commercial-type grinding elements, polished nickel stainless steel sink flange and matching cover, split-ring construction and "Power Surge" reversing. *National Disposer, Medina, Ohio.*







reach  
the profit market  
with "the finest made"  
**KitchenAid.**  
FOOD PREPARERS

A model designed for every need—each with more exclusive features and recognized as the finest made. KitchenAid quality mixers give you *extra profits*, and you gain the big bonus of *lasting customer satisfaction*. Future business is assured—because you've made sure your customer buys a quality product. Write KitchenAid Electric Housewares Div., The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.



**Coffee mill.** Recapture the enjoyment of a cup of real coffee...every meal with freshly ground coffee. And full-strength coffee gives more cups of better coffee for every pound.

KitchenAid...  
the dealer's profit appliances

Products of The Hobart Manufacturing Company • Troy, Ohio

Get full  
information  
on Hobart's  
startling new  
KitchenAid  
Power Portable  
Mixer.

KitchenAid Electric Housewares Div.  
The Hobart Manufacturing Company  
Dept. KEM, Troy, Ohio  
In Canada: Hobart, 175 George St., Toronto 2

Name .....  
Store Name .....  
Address .....  
City ..... Zone ..... State .....  
My distributor is .....

**NEW! Power Portable Mixer** solves the major portable mixer complaints: excess speed that sprays ingredients, and slow-downs. A built-in power-booster automatically steps up blending power as the batch thickens. It maintains *positive mixing* in the bowl and means sure, consistent results—never a messy counter. Thumbrest. 3-speed control. Beater ejector. Mixing guide. Light weight, perfectly balanced. Stands on counter or hangs on wall.



MODEL 3-C



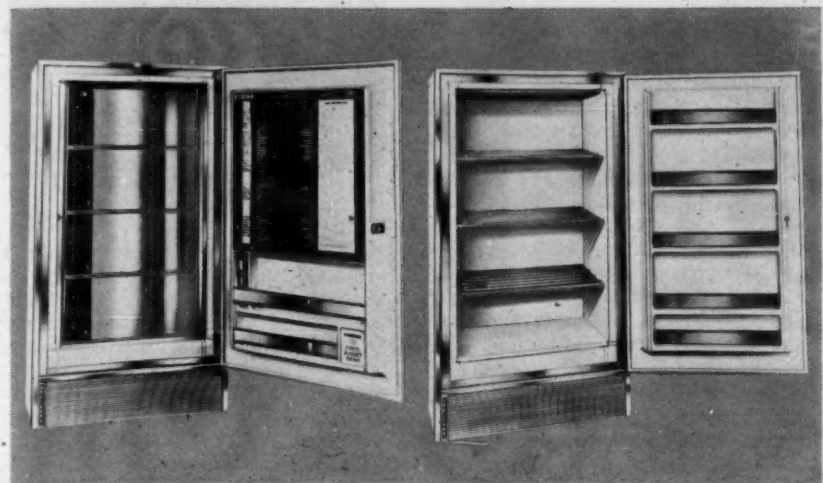
MODEL K4-B...4-quart



MODEL K5-A...5-quart

**Three counter mixers.** Every model actually a *complete food preparer*. With convenient, easy-to-use attachments, they chop, shred, slice, juice, even open cans. KitchenAid planetary action for thorough mixing to bowl edge. Model 3-C comes in decorator colors and finishes, as well as white.

## new products CONTINUED



### SUB-ZERO Freezers

Two new freezers are announced by Sub-Zero.

**No. 1400 F** has a 3½-in.-thick moisture-resistant Laminar Fiberglass. Also features new Zerorod shelves which give top performance and efficiency, provide better air circulation and ultimate in refrigerated surface exposure. Every package of food is on, or directly below, a coiled surface. Exterior of these models is bonderized "Paintlock" steel which is finished in white baked-on enamel. Interior is pastel aqua.

It has slimline look; can be placed on end of a kitchen cabinet to harmonize with other built-in equipment. Convenient storage shelves in door for packages and containers.

Outside door is equipped with built-in lock and trigger action latch. Door is equipped with three sturdy hinges. Lift-off grille at bottom provides access to compressor and assures plenty of air movement for efficient operation. Unit is 6 ft. 5 in. high, 32¼ in. wide and 24 in. deep. **No. 1400 D** features the food file index which provides means for user to keep a perpetual inventory of freezer contents. Food budget bank has a built-in lock and encourages savings for future food purchases. Food preparation chart provides data for preparation of frozen foods. Packages are found quickly with the portable package finder light. Unit is 65 in. high, 32¼ in. wide and 24 in. deep. *Sub-Zero Freezer Co., Inc., P. O. Box 2017, Madison, Wisc.*

### LEC Refrigerators

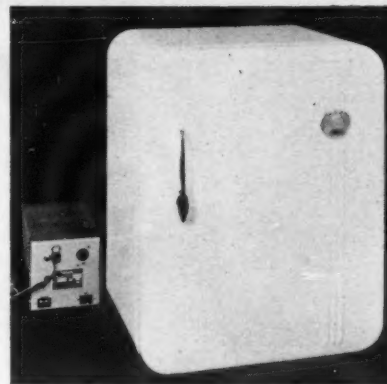
Two refrigerators, Mariner and Helsman (compressor powered, not absorption) that will run from a 12 or 24v battery or standard outlets of

115v, 60 cycles are announced by Lec Refrigeration Ltd., Bognor Regis, Sussex, England.

**Mariner** is a 2-cu.-ft. model with pale blue plastic interior, 2 plastic covered shelves, and door storage for eggs and bottles.

**Helsman** has 4.2-cu.-ft. capacity, also runs from a battery. Pale blue interior, 3 shelves, egg, butter and bottle storage on door and a freezer for short term storage of frozen foods.

Designed especially for boats and yachts with a hermetically sealed Lec compressor and transvector unit which is adaptable for operation off any 12v or 24v battery supply, it has a selective switch fitted as optional for 115v, 60 cycles. *U. S. Distributor, Desmond W. Gordon, Sales Ltd., 224 SW 25th St., Fort Lauderdale, Fla.*



### CHROMALOX Portable Heater

A new automatic forced-air portable heater is announced by Chromalox.

**Designated as PAH-S**, heater contains the Chromalox Microtube heating element.

A built-in thermostat provides completely automatic operation and control of the heater. Once turned on and set at temperature desired, it can be forgotten. If accidentally knocked over, a safety-tilt switch automatically shuts off unit and then resumes operation when placed upright.

Heater case is made of heavy-gauge metal with baked-on enamel Sahara beige finish.

It is equipped with a 6-ft. neoprene cord and 2-prong plug. Weighs 9¼ lbs. and is 12½ in. high, 11½

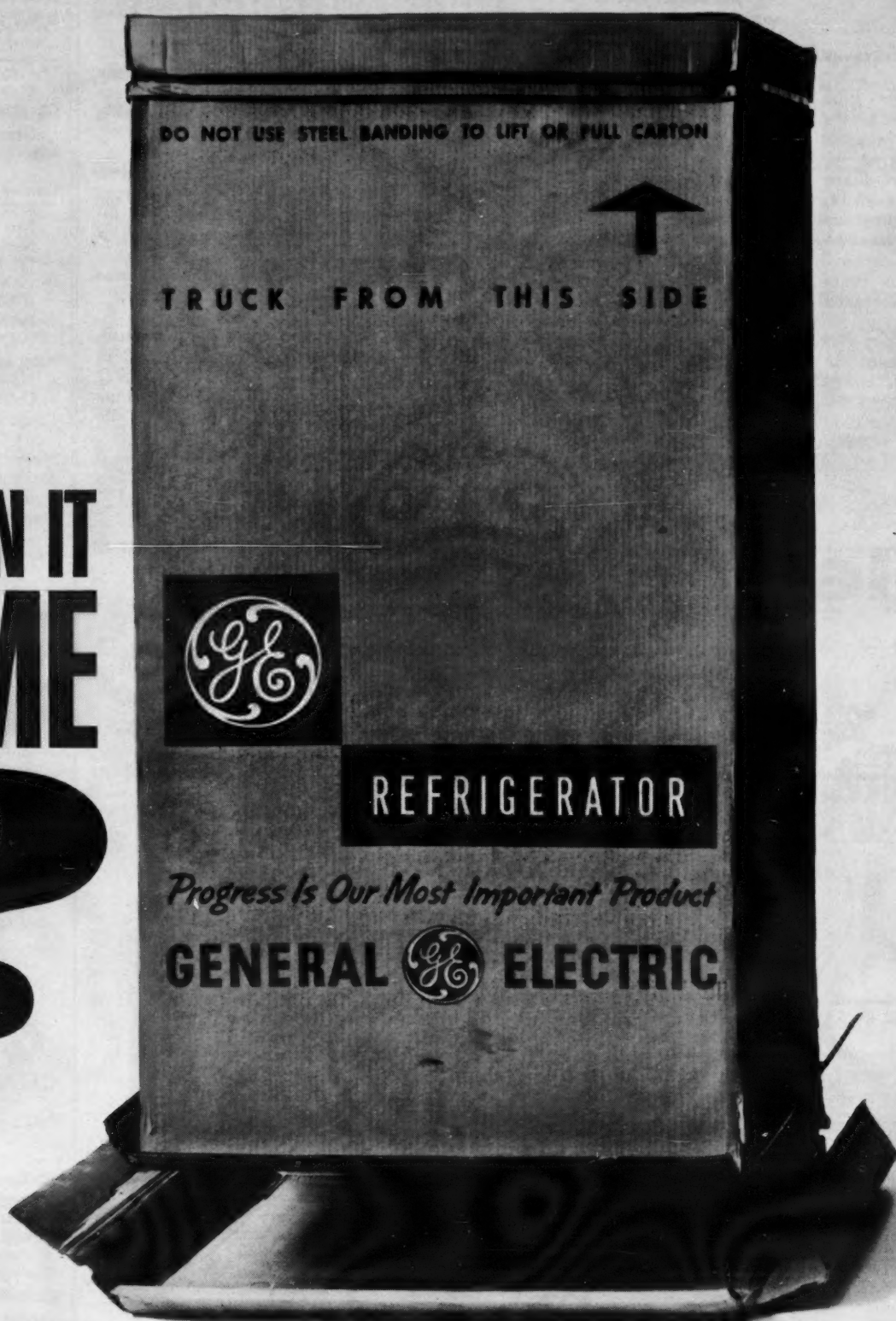
in. wide and 6 in. deep.

Heater operates on 120v at 1500w. *Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa.*





# WHAT'S IN IT FOR ME



"The General Electric Major Appliance Division has a progressive program of innovation in engineering-manufacturing, advertising and distributing—all aimed at selling merchandise to the consumer. That's great for them, but what's in all this for me?"

"Plenty!"

"They're one company that knows that the payoff for everything they do is right here on my salesfloor. Their programs are aimed at helping me sell."

"They give me a full line of products with the most saleable features like Power Shower in dishwashers—the 12-pound load in washers—speed cooking in ranges—Frost-Guard refrigerators—Easy-Mount room air conditioners, all backed by really effective advertising and preferred by most of my best customers."

"My distributor gives me complete cooperation in sales education, local advertising and promotion and financing. I have the finest sales opportunities in the business."

"Profit! That's what's in it for me."

GENERAL ELECTRIC MAJOR APPLIANCES—General Electric prestige • the most complete line • the most-wanted features • preferred by most women • really effective advertising.

OFFERING GENERAL ELECTRIC DEALERS—Personal Warranty Service plan, complete local newspaper, radio and television advertising and promotion • sales training • complete financing • distributor cooperation.—Major Appliance Division, General Electric Company, Appliance Park, Louisville 1, Kentucky.

*What's Good for our Dealers... is Good for General Electric*

*Progress Is Our Most Important Product*

## GENERAL ELECTRIC

## FINANCIAL REPORTS

**Motorola, Inc.**—Earnings for 1960 were \$12,633,813, down from 1959's \$14,171,237. Sales in 1960 were a record \$299,065,992, compared to \$291,543,290 in 1959. Per share earnings for the year were \$3.14, down 45 cents from the previous year's figure. The company cites the general downturn in the economy and Motorola's diversification costs as the reasons for its decreased earnings.

**Midland-Ross Corp.**—Net sales in 1960 rose to \$118,076,502, a 33.08% jump from 1959's figure of \$88,724,740. Net income after taxes for 1960 was \$3,925,037, compared to \$3,976,-

915 in 1959. Earnings per share were \$4.63, down from \$4.71 a share in 1959.

**Hamilton Mfg. Co.**—Net earnings in 1960 were down to \$1,500,946 from \$2,667,053 in 1959. Sales fell from 1959's figure of \$34,006,104 to \$30,406,839 in 1960. Per share earnings for the year were \$1.35, compared to \$2.40 a share in 1959. The 1960 earnings amounted to 4.9% of net sales. Dividends were \$1.10 per share, down from \$1.25 the previous year.

**Zenith Radio Corp.**—Net earnings for 1960 were \$15,225,819, a decrease from \$16,630,144 in 1959. Each share earned \$5.11, down from \$5.63 in the preceding year. Net sales for the year were \$254,111,740, a 2% decrease from 1959's record figure of \$260,033,866.

**Ronson Corp.**—Net sales rose 12% from \$36,817,978 in 1959 to \$41,041,917 in 1960. Net profit increased 30% from \$1,456,142 to \$1,879,227. Per share earnings for the year were \$1.29, as compared to 99 cents in 1959. A 2% stock dividend was declared in February, 1961.

**Hupp Corp.**—Sales in 1960 dipped to \$69,400,000, a 9% decrease from 1959's figure of \$76,352,000. Net income for the year was \$1,012,000, or 19 cents per share of common stock. A common stock dividend of 3% was paid in January, 1961.

**Tung-Sol Electric, Inc.**—Net earnings, \$1,476,259 down from \$2,712,552 in 1959. Total sales fell to \$66,471,971 from 1959's \$72,345,248. Earnings per share, \$1.37, compared to the previous year's \$2.70.

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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



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Philip G. Weatherby, General Manager, Home Goods Data Book; Robert J. Tucker, Director of Creative Marketing; Henry J. Carey, Director of Market Research; Peter Hughes, Production Manager; Marie Restaino, Production Assistant.

DISTRICT MANAGERS:  
NEW YORK: Warren S. Ackerman, Rudy Bauser, Sanford Wiedenmayer (HGDB), 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Robert J. Scannell, Edward J. Brennan, Bruce Tepaske (HGDB), 520 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 68 Post St., San Francisco 4, Cal., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

# Table-Top Stereo!



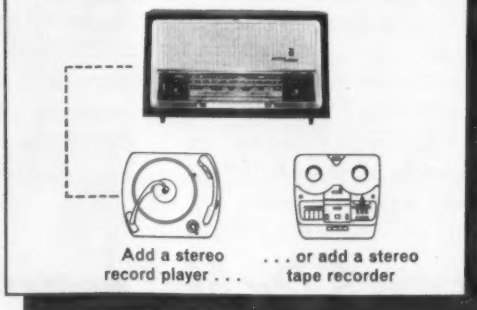
## Grundig Majestic "STEREO-MASTER" RADIOS

You read it right. Stereo! Table models 3192 and 4192 of the exciting new Grundig-Majestic "Stereo-Sixties" line are equipped with dual-channel amplifiers and multiple speaker systems.

This one fact can give you a selling edge over competition that just can't be beat by any ordinary table radio.

Add, too, world-famous West German precision craftsmanship. And incomparable FM-AM-Short Wave console-quality reception. Plus the sleek, uncluttered, compact styling. Together, these features give you an inherent volume-sales potential unmatched by any other import line. Get your order in—now.

Add the magic of Stereo Sound — quickly, easily!



Add a stereo record player . . .

. . . or add a stereo tape recorder

IMPORTED  
EXCLUSIVELY  
BY



**Majestic INTERNATIONAL SALES**

division of THE WILCOX-GAY CORPORATION

743 N. LaSalle St., Chicago 10, Illinois • 75 Sedgwick St., Brooklyn 31, New York



# EM WEEK READERS SAID . . .

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM WEEK:

I am a subscriber to EM WEEK. I am hoping that you may be able to help me locate the distributor of a certain portable, three-speed, all-transistor, radio-phono (four size D batteries).

A customer brought this unit into my shop for repair. It is a beautiful little unit and the only identifying marks on it were as follows: "Voyager, by Trans-Air." I have been trying to locate the distributor or the name of the manufacturer, but no one in this area seems to know anything about it.

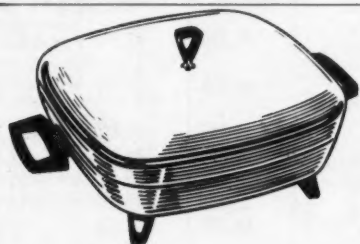
I suspect that this is an import, possibly Japanese or German.

I was much impressed by the tone and quality of this unit and if the cost is not too far out of line, I would like to stock some of these.

If you can help me locate the distributor, I would certainly appreciate it. Thank you for your trouble.

Orval W. Wilson  
Car-Tronix  
Robbinsville, N. J.

EM WEEK could find no record of the Voyager radio-phono unit described by Mr. Wilson. And the Japanese and West German trade centers in New York said they had no such name in their files. Perhaps another reader could help Mr. Wilson.



**YOU SELL A WESTINGHOUSE  
BUFFET FRY PAN** at your regular price -  
to a pre-sold customer

**CUSTOMER GETS \$3 REFUND**

from Westinghouse!—(with Nestlé's Refund coupon)  
Another "Sell America To Prosperity" Offer!  
See page 9



\*Model RO-5411

**YOU SELL A WESTINGHOUSE  
ROASTER OVEN** at your regular price -  
to a pre-sold customer

**CUSTOMER GETS FREE \$7.75  
WESTINGHOUSE DOG-O-MATIC**

from Westinghouse!—(with Buyer's Dividend coupon).  
Another "Sell America To Prosperity" Offer!  
See page 9.

## HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Jan. 1961 vs. Jan. 1960	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
<b>IN THE EAST</b>										
United Illuminating Co.		+ 3	+41	- 8	+ 11	+10	- 3	- 16	- 68	+ 2
N. Y. State Elec. & Gas Corp.		- 8	- 8	-20	- 9	-15	-22	+182	+265	*
Jersey Central Power & Light		- 6	+ 1	-13	- 19	-14	-13	+ 19	- 63	-10
New Jersey Power & Light Co.		-17	-14	- 4	- 15	-27	-31	- 7	- 57	-24
Philadelphia Elec. Assoc.		-19	+12	-25	+102	-18	+ 1	- 2	+ 1	- 4
Pennsylvania Elect. Co.		-10	-14	+ 4	- 9	-21	-19	- 7	- 40	- 6
West Penn Power Co.		-22	- 8	-23	- 5	-24	-29	- 1	- 11	-33
<b>IN THE MIDWEST</b>										
Dayton Power & Light Co.		-23	- 6	-18	- 35	-13	-12	- 27	- 38	- 3
Central Illinois Public Service		-12	- 9	-18	- 24	-17	-29	+ 27	- 32	-18
Kansas Gas & Electric Co.		-24	- 1	-18	- 26	+ 5	- 1	- 5	0	-46
Kansas Power & Light Co.		- 1	+23	-11	- 5	- 5	-22	*	+128	-10
Nebraska-Iowa Elec. Council		+25	+10	+12	+ 23	+53	+68	+ 40	+ 31	+ 9
<b>IN THE SOUTH</b>										
Chattanooga Elec. Power Bd		-18	-46	-16	- 12	-14	+18	+ 12	- 45	- 8
Nashville Elec. Service		-29	-26	-16	- 18	*	+ 4	*	*	*
Florida Power & Light Co.		- 1	+28	-43	+ 51	-31	-35	- 30	+ 96	-23
Florida Power Corp.		- 4	+41	-12	- 12	+25	+14	- 13	- 29	- 3
Tampa Electric Co.		- 8	+19	+ 2	+ 9	-10	+22	+ 22	- 41	+15
<b>IN THE SOUTHWEST</b>										
Dallas Power & Light Co.		- 3	+ 7	-26	*	+ 7	+13	+ 16	+654	-33
Gulf States Utilities Co.		*	*	-19	- 7	*	+ 5	*	*	*
El Paso Electric Co.		+ 5	+33	- 9	- 24	*	+11	- 14	+ 53	-27
Southwestern Electric Power		-11	- 6	-31	- 29	-15	-18	- 38	- 31	- 8
New Orleans Public Service†		-11	- 7	-38	*	- 2	- 8	- 39	- 34	+27
<b>IN THE WEST</b>										
Idaho Power Co.		-12	- 8	- 1	+ 20	-10	-18	+ 51	*	*
Pacific Gas & Electric Co.		+ 4	+ 6	+20	+ '9	+ 2	+ 5	+ 10	+ 68	+ 2
Pacific Power & Light Co.		- 8	- 2	- 5	+ 5	-16	- 9	+ 33	+ 56	- 1
Washington Water Power Co.		-30	+27	-49	+ 38	+14	-10	+ 3	-100	+27
<b>NATIONAL</b>										
Jan. 1961 vs. Jan. 1960		- 7	+ 3	-10	+ 16	- 9	- 7	+ 3	+ 29	- 8
† = New Orleans Public Service figures for December are amended to read:		-31	-16	-29	*	-25	-34	- 44	- 30	-15
0 = No Change * = Not Available		-20	-10	0	*	-17	-51	- 36	0	- 9

## January Brings Hope

Although January retail sales weren't dramatic—total sales were off 4% from January a year ago—the nine major appliances did manage to make some interesting moves that spurred dealers' hopes that 1961 wouldn't be another disappointing year. Where only two items showed gains in December, the first month of the new year recorded welcome gains in four important appliances.

The four appliances—freezers, water heaters, dishwashers, and air

conditioners—were up 3%, 16%, 3% and 29%, respectively, over January, 1960, with the air conditioner figure causing the biggest excitement. In addition, January, 1961, air conditioner sales were up 22% from December.

Most of the 26 leading utilities were readying their 1961 promotions in January. Well aware that the consumer's buying habits of last year may be on the wane, the utilities were preparing all-out drives to get the consumer to spend what one

company calls her "discretionary dollars." Appliance convenience, value, and time-saving benefits were some of the key words being readied by the salesmen. But no matter what the promotion covered, one thing was clear: Dealers saw that it would take a lot of hard work to make up for 1960's heavy losses.

The West Coast made the biggest gains. All four Pacific area utilities recorded gains in the dishwasher and the water heater. Of the 26 reporting companies, Pacific Gas & Electric scored the best, registering solid gains in all nine of the major appliances listed in our How's Business monthly report.



## TEACH AN OLD DOG NEW TRICKS

The lesson for today? Just this—when money's involved, everyone is willing to learn new tricks. And BIG money is involved in Chrysler Room Air Conditioners for '61—money, spelled "P-R-O-F-I-T" for you! No tricks, either—just feature after feature to give you an irresistible sales pitch: two completely new lines... exclusive Air Door that delivers cool air 50% farther with 46% less noise... exclusive built-in Weather Seal... exclusive reversible Decorator Front... exclusive Universal Mounting Kit. There's more, too—like that wonderful cruise in the sunny Caribbean. So learn how to make '61 a profit year in room air conditioners... call your Chrysler Distributor for details!

**CHRYSLER**  
AIRTEMP

Chrysler Corporation, Airtemp Division, Dept. BH-41A, Dayton 4, Ohio

### A QUICK CHECK OF

## BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
<b>FACTORY SALES</b>	107	104	133	19.5% down*
appliance-radio-TV index (1957 = 100)				(Dec. 1960 vs. Dec. 1959)
<b>RETAIL SALES</b>	17.8	17.8	18.1	1.7% down
total (\$ billions)				(Feb. 1961 vs. Feb. 1960)
<b>APPLIANCE-RADIO-TV STORE SALES</b>	308	302	333	7.5% down
(\$ millions)				(Dec. 1960 vs. Dec. 1959)
<b>CONSUMER DEBT + +</b>	286	292	304	5.9% down
owed to appliance-radio-TV dealers (\$ millions)				(Jan. 1961 vs. Jan. 1960)
<b>FAILURES</b>	28	29	32	13.0% down
of appliance-radio-TV dealers				(Feb. 1961 vs. Feb. 1960)
<b>HOUSING STARTS</b>	77.7	70.6	89.5	13.2% down
(thousands)				(Feb. 1961 vs. Feb. 1960)
<b>AUTO OUTPUT</b>	87.6**	71.1**	137.4**	36.2% down
(thousands)				
<b>PERSONAL CONSUMPTION EXPENDITURES</b>	18.0+	18.3+	19.2+	6.3% down
for furniture-household equipment (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
<b>DISPOSABLE INCOME</b>	358.1+	357.5+	342.4+	4.6% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
<b>CONSUMER SAVINGS</b>	27.2+	29.2+	22.8+	19.3% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
<b>EMPLOYMENT</b>	64,655	64,452	64,520	0.2% up
(thousands)				(Feb. 1961 vs. Feb. 1960)

\*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

\*\*Figures are for week ending March 25, 1961, and preceding week (revised).

+Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

### A QUICK CHECK OF

## INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

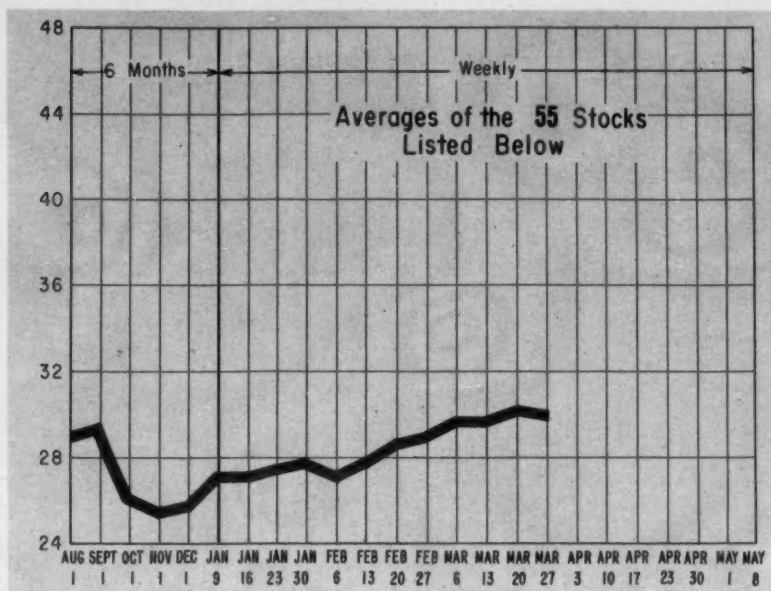
		1961 (Units)	1960 (Units)	% Change
<b>AIR CONDITIONERS, Room</b>	Jan.	96,200	67,200	+43.15
<b>DISHWASHERS</b>	Jan.	40,800	37,200	+ 9.68
<b>DRYERS, Clothes, Electric</b>	Feb.	52,869	69,898	-24.36
	2 Mos.	119,059	144,075	-17.36
<b>Gas</b>	Feb.	28,471	38,469	-25.99
	2 Mos.	65,439	75,895	-13.78
<b>FOOD WASTE DISPOSERS</b>	Jan.	55,900	51,800	+ 7.92
<b>FREEZERS</b>	Jan.	58,100	53,200	+ 9.21
<b>PHONOGRAPH SHIPMENTS</b>	Jan.	291,749	459,729	-36.54
<b>RADIO PRODUCTION</b>	Week Mar. 17	205,152	218,688	- 6.19
(excludes auto)	11 Weeks	2,098,140	2,186,355	- 4.03
<b>RADIO RETAIL SALES</b>	Jan.	580,680	803,388	-27.72
<b>TELEVISION PRODUCTION</b>	Week Mar. 17	95,479	107,920	-11.53
	11 Weeks	1,114,010	1,351,510	-17.57
<b>TELEVISION RETAIL SALES</b>	Jan.	399,791	590,867	-32.34
<b>REFRIGERATORS</b>	Jan.	225,700	266,700	-15.37
<b>RANGES, Electric, Standard</b>	Jan.	71,100	67,400	+ 5.47
<b>Built-in</b>	Jan.	38,300	46,100	-16.92
<b>RANGES, Gas, Standard</b>	Feb.	102,800	136,000	-24.41
	2 Mos.	197,400	246,900	-20.05
<b>Built-in</b>	Feb.	22,000	23,500	- 6.38
	2 Mos.	42,600	46,100	- 7.59
<b>VACUUM CLEANERS</b>	Jan.	242,515	258,330	- 6.12
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Feb.	182,020	222,463	-18.18
	2 Mos.	369,072	425,406	-13.24
<b>Wringer &amp; Spinner</b>	Feb.	45,542	61,177	-25.56
	2 Mos.	87,409	112,799	-22.51
<b>WASHER-DRYER COMBINATIONS</b>	Feb.	6,034	16,381	-63.16
	2 Mos.	12,417	30,345	-59.08
<b>WATER HEATERS, Electric (Storage)</b>	Jan.	52,500	62,700	-14.67
<b>WATER HEATERS, Gas (Storage)</b>	Feb.	206,700	214,800	- 3.77
	2 Mos.	433,700	430,300	+ .79

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



# TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1960 High	Low	Close Mar. 20	Close Mar. 27	Net Change
<b>NEW YORK EXCHANGE</b>					
Admiral	15 <sup>1</sup> / <sub>8</sub>	10 <sup>5</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>	14 <sup>3</sup> / <sub>8</sub>	+ <sup>5</sup> / <sub>8</sub>
American Motors 1.20	20 <sup>5</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>2</sub>	20 <sup>1</sup> / <sub>4</sub>	19 <sup>7</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>8</sub>
Arvin Ind. 1	26 <sup>1</sup> / <sub>2</sub>	20	25 <sup>1</sup> / <sub>8</sub>	24 <sup>1</sup> / <sub>2</sub>	- <sup>5</sup> / <sub>8</sub>
Borg Warner 2	42 <sup>5</sup> / <sub>8</sub>	35	42 <sup>3</sup> / <sub>4</sub>	43 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
Carrier 1.60	43 <sup>3</sup> / <sub>8</sub>	32 <sup>1</sup> / <sub>8</sub>	42 <sup>3</sup> / <sub>4</sub>	42 <sup>3</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>8</sub>
CBS 1.40B	40 <sup>1</sup> / <sub>2</sub>	35 <sup>3</sup> / <sub>8</sub>	38	38 <sup>3</sup> / <sub>8</sub>	+ <sup>5</sup> / <sub>8</sub>
Chrysler 1A	45 <sup>7</sup> / <sub>8</sub>	37 <sup>3</sup> / <sub>8</sub>	44 <sup>5</sup> / <sub>8</sub>	44 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>2</sub>
Decca Records 1.20	39	32 <sup>5</sup> / <sub>8</sub>	35 <sup>1</sup> / <sub>2</sub>	37 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>3</sup> / <sub>4</sub>
Emerson Electric 1BXD	81 <sup>3</sup> / <sub>4</sub>	50	78 <sup>1</sup> / <sub>4</sub>	76 <sup>1</sup> / <sub>4</sub>	- 2
Emerson Radio .37T	15 <sup>3</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>8</sub>	14 <sup>3</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
Fedders 1B	22 <sup>3</sup> / <sub>8</sub>	17	22 <sup>1</sup> / <sub>8</sub>	21 <sup>1</sup> / <sub>8</sub>	- 1
General Dy. 1	45 <sup>1</sup> / <sub>2</sub>	39 <sup>3</sup> / <sub>8</sub>	40 <sup>1</sup> / <sub>4</sub>	40 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
General Elec. 2	74	61 <sup>1</sup> / <sub>8</sub>	67 <sup>1</sup> / <sub>4</sub>	65 <sup>7</sup> / <sub>8</sub>	- 1 <sup>3</sup> / <sub>8</sub>
General Motors 2	47 <sup>3</sup> / <sub>8</sub>	40 <sup>5</sup> / <sub>8</sub>	46 <sup>1</sup> / <sub>4</sub>	45 <sup>5</sup> / <sub>8</sub>	- <sup>5</sup> / <sub>8</sub>
General Tel & El .76*	30	26 <sup>1</sup> / <sub>2</sub>	29 <sup>1</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Hoffman Elec.	22 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>	20 <sup>1</sup> / <sub>4</sub>	21	+ <sup>3</sup> / <sub>4</sub>
Hupp Corp. .25F	10 <sup>3</sup> / <sub>4</sub>	8	9 <sup>5</sup> / <sub>8</sub>	9 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
Magnavox 1	70 <sup>1</sup> / <sub>2</sub>	46	68 <sup>7</sup> / <sub>8</sub>	67 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Maytag 2A	45	36 <sup>1</sup> / <sub>2</sub>	43 <sup>1</sup> / <sub>2</sub>	44 <sup>1</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>4</sub>
McGraw-Edison 1.40	40	30 <sup>3</sup> / <sub>4</sub>	35 <sup>7</sup> / <sub>8</sub>	36 <sup>3</sup> / <sub>4</sub>	+ <sup>7</sup> / <sub>8</sub>
Minn. M&M .60	84 <sup>1</sup> / <sub>2</sub>	70 <sup>1</sup> / <sub>8</sub>	83 <sup>3</sup> / <sub>4</sub>	80 <sup>7</sup> / <sub>8</sub>	- 3 <sup>3</sup> / <sub>8</sub>
Montgomery Ward 1	34 <sup>3</sup> / <sub>4</sub>	28	33 <sup>1</sup> / <sub>2</sub>	32 <sup>5</sup> / <sub>8</sub>	- <sup>7</sup> / <sub>8</sub>
Monarch .04	16 <sup>3</sup> / <sub>4</sub>	13 <sup>3</sup> / <sub>8</sub>	15 <sup>3</sup> / <sub>4</sub>	15 <sup>3</sup> / <sub>4</sub>	-
Motor Wheel 1	20 <sup>1</sup> / <sub>2</sub>	11 <sup>3</sup> / <sub>4</sub>	17	18	+ 1
Motorola 1	90 <sup>1</sup> / <sub>4</sub>	75 <sup>5</sup> / <sub>8</sub>	89 <sup>1</sup> / <sub>2</sub>	84 <sup>1</sup> / <sub>8</sub>	- 5 <sup>3</sup> / <sub>8</sub>
Murray Corp.	30 <sup>3</sup> / <sub>8</sub>	26 <sup>5</sup> / <sub>8</sub>	29 <sup>7</sup> / <sub>8</sub>	31 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Norris-Thermador	20	18	18 <sup>1</sup> / <sub>2</sub>	18 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Philco	24 <sup>1</sup> / <sub>4</sub>	17 <sup>3</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
RCA 1B	59 <sup>3</sup> / <sub>4</sub>	49 <sup>1</sup> / <sub>2</sub>	58 <sup>1</sup> / <sub>2</sub>	56 <sup>1</sup> / <sub>2</sub>	- 2
Raytheon 2.37T	42 <sup>1</sup> / <sub>2</sub>	35 <sup>1</sup> / <sub>4</sub>	37 <sup>1</sup> / <sub>4</sub>	40 <sup>3</sup> / <sub>4</sub>	+ 3 <sup>1</sup> / <sub>2</sub>
Rheem	18 <sup>1</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>2</sub>	16 <sup>1</sup> / <sub>2</sub>	17 <sup>1</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>4</sub>
Ronson .60	18 <sup>1</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>8</sub>	16 <sup>5</sup> / <sub>8</sub>	16 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
Roper GD	24 <sup>1</sup> / <sub>4</sub>	16 <sup>5</sup> / <sub>8</sub>	21 <sup>3</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>2</sub>	+ <sup>3</sup> / <sub>4</sub>
Schick	14 <sup>1</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>8</sub>	11 <sup>3</sup> / <sub>4</sub>	- <sup>5</sup> / <sub>8</sub>
Siegler Corp. .40B	33 <sup>3</sup> / <sub>8</sub>	27	31 <sup>1</sup> / <sub>4</sub>	30 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>2</sub>
Smith A. O. 1.60A	36 <sup>3</sup> / <sub>8</sub>	31 <sup>3</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	33 <sup>3</sup> / <sub>8</sub>	- 2 <sup>5</sup> / <sub>8</sub>
Sunbeam 1.40A	54 <sup>1</sup> / <sub>2</sub>	45 <sup>3</sup> / <sub>8</sub>	47 <sup>1</sup> / <sub>2</sub>	46	- 1 <sup>1</sup> / <sub>2</sub>
Welbilt .10E	5 <sup>7</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
Westinghouse 1.20	50	40 <sup>5</sup> / <sub>8</sub>	44 <sup>5</sup> / <sub>8</sub>	44 <sup>1</sup> / <sub>4</sub>	- <sup>7</sup> / <sub>8</sub>
Whirlpool 1.40	32 <sup>7</sup> / <sub>8</sub>	27 <sup>1</sup> / <sub>4</sub>	30 <sup>7</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>2</sub>	+ <sup>5</sup> / <sub>8</sub>
Zenith 1.60A	124 <sup>5</sup> / <sub>8</sub>	97 <sup>1</sup> / <sub>4</sub>	120 <sup>1</sup> / <sub>8</sub>	121 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>5</sup> / <sub>8</sub>
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .35E	10 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	10	10	-
Century Electric	10 <sup>1</sup> / <sub>4</sub>	5 <sup>7</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>2</sub>	8	- <sup>1</sup> / <sub>2</sub>
Ironrite .25T	8 <sup>1</sup> / <sub>4</sub>	5 <sup>1</sup> / <sub>2</sub>	6 <sup>1</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Lynch Corp. 87T	12 <sup>1</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub>	12	10 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Muntz TV	5 <sup>1</sup> / <sub>8</sub>	4	4 <sup>1</sup> / <sub>2</sub>	4 <sup>7</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
National Presto .60	25 <sup>3</sup> / <sub>4</sub>	12 <sup>1</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>4</sub>	- 1 <sup>7</sup> / <sub>8</sub>
Nat. Un. Elec. (Eureka)	2 <sup>3</sup> / <sub>4</sub>	1 <sup>7</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	2 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
Pentron	5 <sup>3</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>	5	+ <sup>1</sup> / <sub>8</sub>
Proctor-Silex	7 <sup>7</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub>	6 <sup>3</sup> / <sub>4</sub>	- 3 <sup>4</sup> / <sub>8</sub>
Republic Trans.	9 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>2</sub>	7 <sup>3</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Telectro Ind.	21 <sup>3</sup> / <sub>8</sub>	7 <sup>3</sup> / <sub>8</sub>	8	8	-
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	6 <sup>3</sup> / <sub>8</sub>	6 <sup>3</sup> / <sub>8</sub>	—
Trav-ler Radio	—	—	6 <sup>3</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	—
Webcor	—	—	12 <sup>1</sup> / <sub>8</sub>	11 <sup>5</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>2</sub>

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Business news was comparatively quiet last week and the market reacted accordingly, with stocks and prices milling around for the most part and the market hitting its lowest since Feb. 13. The EM WEEK chart dipped slightly, closing March 27 at 29 3/4, 1/4 point below last week's high. Electronics, al-

though following the general market trend, did emerge as one of the stronger groups, chiefly on the news of the possibility of new shifting of government contracts by the Defense Department. Raytheon, in recording a 3 1/2-point gain, led the advancing issues, while Motorola, off 5 3/8, made the most noticeable drop.



## JUDGE BY APPEARANCE

Let's face it—sometimes you *can* judge by appearance. One look at the '61 Chrysler Imperial Room Air Conditioner, for instance, tells you that this one will sell on good looks alone! There's nothing else on the market that can touch the good-selling appearance of the exclusive new reversible Decorator Front! And there's more, too: the exclusive Air Door that delivers cool air 50% farther with 46% less noise... the exclusive built-in Weather Seal... the exclusive Universal Mounting Kit! Still more? Right! The best thought of all—you *can* still qualify for Chrysler's wonderful cruise on the sunny Caribbean! Call your Chrysler Room Air Conditioner Distributor today!

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